

# JOB DESCRIPTION

<b>Job Title</b>	<b>Bid Manager</b>		
<b>Reports to</b>	<b>Senior Bid Manager</b>		
<b>Department</b>	<b>Executive Education</b>		
<b>Job Family</b>	<b>Business Services</b>	<b>Level</b>	<b>4</b>

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

The Executive Education department designs and delivers an extensive portfolio of blended open enrolment programmes and custom programmes in online, in person and hybrid formats for ambitious corporations who are transforming their business and investing in their people. Annually, over 8,000 participants attend executive programmes that are taught by many of the world's leading business thinkers. The Executive Education department generates a significant proportion of London Business School's revenues and is central to the School's strategy.

## Job Purpose

As a key stakeholder of the Bid Team, the Bid Manager is responsible for the management of the end-to-end bid process and people related to the Bid Process. They follow the sales and bid processes, ensuring timelines are met and bids are complete, accurate and compelling. On all qualified opportunities, the Bid Manager works closely with the sales, solution architects and commercial teams to produce a bid that exceeds client expectations. They also act as trusted advisors to the salespeople, offering insights drawn from best practice to improve the quality of proposals. The Bid Development Manager will have good understanding of the products and services that London Business School offers to be able to present them in a clear and compelling way to customers and to direct them accordingly.

## Key Areas of accountability and Key Performance Indicators (KPIs)

### Key areas of accountability:

#### **New Client Relationships/Development**

- Qualify and scope new opportunities, and lead own response to specific proposals, working alongside Director of Client and Business Relations to maximise the School's likelihood of winning.
- Provide regular sales update reports via the School's CRM for opportunities
- Achieve and exceed own bid conversion targets
- Create and build regional expertise inline with the EE strategic plan
- Create and build industry expertise that enhance our knowledge and assist in our bid development strategy

#### **Delivery and Support**

- Apply established criteria, experience, knowledge and judgement to diagnose client and stakeholder needs and match them to the right London Business School offering.
- Ensure that all opportunities progressed are strategically aligned, commercially viable and compliant to LBS rules and regulations.
- Undertakes research on client organisations to reflect in bids, proposals and pitches.
- Project manages the end-to-end bid process, ensuring all key stakeholders are clear on roles and responsibilities and are producing and providing deliverables to time, quality and scope. Ensures issues are resolved in a timely manner and risks are mitigated.
- Produces bid material, discussion documents, new business proposals and pitch presentations (written and visual content) to ensure submissions are of high quality, are compelling and exceed client expectations.
- Understands and translates contractual commitments and guidelines into proposals where relevant.
- Designs and develops templates, materials and guidelines (written and visual), in collaboration with colleagues. Ensures these are updated on a regular basis and remain relevant and compelling.
- Proof-reading and formatting of written and visual content.
- Ensures correct use of the content library.

- Contributes to the development of bid team plans, providing information and ideas to enable efficient and effective planning that meets departmental objectives.
- Responds to requests from all stakeholders, providing information to deliver the understanding they require. As a key stakeholder of the Bid Team, the Bid Manager is responsible for the management of the end-to-end bid process. They follow the sales and bid processes, ensuring timelines are met and bids are complete, accurate and compelling. On all qualified opportunities, the Bid Manager works closely with the sales, solution architects and commercial teams to produce a bid that exceeds client expectations. They also act as trusted advisors to the salespeople, offering insights drawn from best practice to improve the quality of proposals. The Bid Manager will have good understanding of the products and services that London Business School offers to be able to present them in a clear and compelling way to customers and to direct them accordingly.
- Creative and positive with the ability to manage multiple priorities.
- Thrives under pressure and produces high quality work to tight deadlines
- Flexibility to adapt to changing circumstances and priorities.

#### **Process Improvement**

- Monitors processes, systems and practices within the team, plans and carries out regular reviews to identify opportunities for improvement in light of changing needs, feedback and/or current best practice thinking; follow through on improvements once agreed.

#### **Analysis and Reporting**

- Contributes to regular analysis on bid activity. Shares findings with manager and broader team. Implements changes in a timely and effective way.
- Liaises across teams and departments to prepare reports to inform review, planning and decision making.

#### **Contractor Management**

- Co-ordinate and support contractors who deliver services for the Sales & Client Relations team so that they are aware of policies, procedures and key deliverables.

#### **Collaboration**

- Represents the team to colleagues, stakeholders and cross-School groups, enabling cross-department working, spotting and initiating opportunities to collaborate and develop relationships.
- Builds a network of stakeholders across Executive Education and the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.
- Collaborates closely with team members and other departments across the School to enable cross department working, to raise the team's profile, and to drive consistency of approach/standards through the wider School, thereby enabling effective service delivery.

#### **Change Management**

- Champions change by role modelling the behaviours expected from all colleagues, and follow through on new activities or actions to bring about change and support its successful implementation.

### People Management

- Manage and coach the Bid-coordinator and Pre-sales team to ensure best practice is met and the coordination efforts to fully support the bid management process.

### KPIs

- Delivery of compelling bids and other supporting materials, through high quality bid writing, editing and bid design skills.
- Bids delivered on time, on budget and to established quality standards and targets through effective project management.
- Knowledge/Qualifications/Skills/Experience required
- Key stakeholder Development within and outside the team, and positive feedback from colleagues.
- Area/team compliance with necessary regulations/processes.
- Create efficiencies in the bid management process
- Improvements to processes and procedures in own area of specialism.
- Increase in Win rate for bids and pitches.
- Professional and timely lead management.

### Knowledge/Qualifications/Skills/Experience required

- Demonstrable bid writing and editing skills and experience.
- Demonstrable bid design skills and experience with tools such as In Design, Illustrator, PhotoShop and PowerPoint.
- Solid project management skills and experience.
- Well organised and meticulous attention to detail.
- Very good communication skills.
- Team player, able to work with different and multiple stakeholders.
- Strong analytical and problem-solving skills.
- Experience of working within professional services or commercial learning business
- Excellent communication skills with the ability to hold compelling dialogue with senior stakeholders & clients
- Professional Bid Management certification is preferred

### Resources including team management

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<b>Staff</b>	
<b>Budgets</b>	To be defined
<b>Date Updated</b>	08/05/2024