

Job Description

Job Title: Bid Manager
Team: Business Development
Reports to: Director of Business Development
Date: August 2025



Purpose of Job:

To identify and capitalise on business opportunities by effectively managing the preparation, delivery, and follow-up of bids, tenders, proposals, and pitches across the firm's practice areas. This includes coordinating with various stakeholders, developing compelling content, and leading pitch meetings to secure new business. Responsibility will also include coordinating, writing, and submitting all UK legal directory (Legal 500 UK and Chambers and Partners) annual submissions to improve team/sector rankings. The Bid Manager drives growth, innovation, and client satisfaction through strategic bid management and collaboration with internal teams.

Main Activities:

Proposal, tender and submission management:

- Lead the end-to-end proposal and tender preparation process, ensuring timely submission of high-quality bids and legal directory submissions.
- Coordinate incoming bid requests and responses using company and tender portal databases, maintaining, and updating databases regularly.
- Review client requirements and collaborate with relevant teams to include necessary information to enhance the firm's profile and win new business.

Training and coaching:

- Identify training needs for legal teams in tender writing, pitching, and sales skills.
- Act as a coach and mentor for legal teams, guiding them through the tender/proposal cycle to maximise success rates and stimulate company growth.

Client Relationship Management:

- Work to improve customer satisfaction and retention, promptly addressing client concerns and communicating project updates or changes.
- Collaborate with the legal team heads and finance department to ensure optimal bid pricing and submit pricing suggestions for review and approval.

Continuous improvement and analysis:

- Analyse results and analytics to enhance future tenders/proposals and ongoing client engagement with regular reporting to partners/firm management group.
- Proactively seek out PR opportunities, post-tender won/lost feedback and provide insightful research on companies and industries for future proposal/tender creation.
- Collate client quotes from submission/tender feedback and share with the wider BD/Legal teams to include in future promotional material.

Collaboration and Strategy Development:

- Work closely with the Marketing and Business Development Director/Managers, and legal teams to develop team/sector strategy and nurture key client and new business relationships.
- Continuously seek to improve the firm's brand and personal effectiveness through collaboration and innovation.
- Being a strong team worker who is comfortable working with people at all levels.

Knowledge/Skills/Experience:

- Degree level education, ideally in a relevant subject such as business, marketing, English, or public relations.
- Excellent writing, communication, and project management skills, with previous experience in copy/bid/proposal writing.
- Strong people skills with the ability to influence and negotiate effectively at all levels.
- Excellent brand understanding and interpretation.
- You will be expected to have strong probing, consultative listening skills coupled with the ability to negotiate and persuade legal and client personnel.
- Excellent client/sector research capabilities
- Able to influence people at all levels and receive and assimilate critical feedback.
- Able to multi-task in a fast-paced environment while functioning as a highly collaborative team member.
- Knowledge of marketing / BD processes for professional services desirable.
- Deadline-Oriented, Process Improvement, Coordination, Strategic Planning, Market Knowledge.
- Proficiency in IT and marketing systems, including MS Office Suite, Excel, Word, and Outlook; experience with CRM, InDesign, Photoshop, Canva, Better Proposals design software is beneficial.
- Ability to work under pressure, meet deadlines, and multitask in a fast-paced environment.
- Sound understanding of new business processes, CRM, and emerging technologies relevant to the legal industry.
- APMP (Association of Proposal Management Professionals) qualification or similar desirable.
- Valid UK driving license is desirable.



Trust



Teamwork



Responsibility



Care

Our Values & Behaviours

Trust

We trust each other to do the right thing

- Respect and treat each other fairly
- Be honest, open and transparent
- Be yourself and empower others to do what they do well
- Value and recognise each other

Teamwork

We are one team and work selflessly for each other

Be aware of your impact on others

- Be clear about what you expect from others
- Plan, organise and prioritise your time
- Coach others to be their best
- Support and delegate to others
- Work hard for the collective, not for individual gain

Responsibility

We are self-starters and take responsibility for how we work together and communicate

- Be positive and enthusiastic
- Communicate – listen, ask questions and share knowledge
- Embrace feedback
- Challenge ourselves and others to deliver success
- Have great conversations, including the difficult ones

Care

We care about our people, clients and community

- Help and look out for each other
- Understand, support and learn from each other
- Be proactive and make a difference
- Be kind to yourself and others

Additional notes or information:

The duties and responsibilities in this job description are not exhaustive.