# Bid/proposal management BIDM

Managing preparation and submission of bids and proposals for contracts, grants, projects, or services.

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| **Guidance Notes:**Activities may include, but are not limited to:* assessing requirements and conditions relevant to the proposal or bid
* leading multidisciplinary team efforts in crafting detailed proposals
* overseeing risk assessment and adherence to relevant guidelines or standards
* managing stakeholder engagement and communication throughout the proposal lifecycle
* advocating for effective practices and innovative approaches in proposal development
* managing bid and proposal teams and resources
* developing and implementing bid and proposal strategies and plans
* analysing customer requirements and competitive positioning
* ensuring compliance with customer specifications and organisational policies
* producing high-quality, persuasive and customer-focused bid and proposal documents
* coordinating and facilitating bid and proposal reviews and approvals
* managing bid and proposal risks and issues
* negotiating and closing deals with customers and stakeholders.

This skill is applicable in diverse contexts, such as commercial organisations bidding for contracts and public sector entities seeking funding. In commercial settings, it emphasizes competitive positioning and market strategies. In the public sector, it focuses on aligning with policy objectives and demonstrating public value. The core activities are consistent across different environments. |

## Level 3

Supports the development of proposals by engaging in document analysis and internal review.
Understands and analyses bid documents and requirements, preparing initial response drafts that align with the organisation's capabilities and stakeholder needs.
Communicates with internal stakeholders to gather necessary information and clarify proposal requirements.
Ensures proposal responses meet basic compliance standards and align with the specified requirements and organisational capabilities.

## Level 4

Leads the creation of small to medium proposals, integrating technical analysis and broader context.
Coordinates team efforts, shapes the proposal structure, and addresses financial aspects including budgeting and pricing strategies.
Identifies and manages proposal risks, ensuring timely compliance with stakeholder expectations.
Engages with stakeholders and shapes proposal structure and content based on in-depth discussions and feedback.

## Level 5

Leads the formulation and execution of significant proposals, managing the process from initial evaluation to final submission.
Oversees significant proposals, aligning them with organisational strategies and managing the process from inception to submission.
Collaborates with high-level stakeholders, negotiates with key stakeholders, and secures advantageous partnerships.
Refines and optimises the proposal development process for efficiency and effectiveness.

## Level 6

Directs major proposal initiatives, devising engagement strategies and promoting excellence in proposal practices throughout the organisation.
Influences organisational policies and strategies in proposal management, setting standards and expectations.