

MCM.

DOCUMENT

Job Description

JOB TITLE

Senior Bid Manager

REPORTING TO

Board Director (Sales & Marketing)

SUPPORTED BY

Marketing Co-ordinator

OVERVIEW

MCM is not a typical architecture and design practice. What we do extends beyond aesthetics and functionality. And just as we put people at the centre of our responses, we put our clients at the centre of our marketing and business development initiatives.

As we grow our share of the market, we need a forward-thinking, strategic and driven Senior Bid Manager to lead our pitch strategy and process. From initial lead qualification through to final pitch presentation, we need you to ensure MCM is a cut above the rest.

AIM OF THE ROLE

In this role you'll need to develop and implement a considered MCM pitching approach to increase quality, consistency and our success rate. You'll need to champion the MCM strategy and brand throughout the process while guiding, educating and managing the client pitch team. We need to ensure that our pitch responses articulate clearly how we can help clients achieve on their project purpose.

This role sits within the Marketing and Business Development who are responsible for delivering all facets of MCM's brand awareness and lead generation. Core activities outlined below represent an overview of the role but should not be a prescriptive list of activities. As a developing role, MCM recognises that support will be required to develop elements of the role itself and will commit to doing so.

MCM is a values-driven organisation which reflects in how we work with and enable our clients. Company policies and procedures must be adhered to in all activities.

CORE ACTIVITIES

Pitching responsibilities

- Project managing the pitching process from start to finish - including internal pitch milestones, scheduling of meetings and rehearsals, roles and responsibilities, and ensuring key deadlines are met
- Leading structured kick-off and update meetings during the pitch process
- Researching clients to give our teams a better understanding of who they are pitching to
- Working with the Directors and Associates to map out existing relationships, what projects we have undertaken with the client, and other relevant clients
- Providing strategic advice on key messaging, pitch team, our differentiators, competitor intelligence and pitch format
- Developing our proposition and key messaging, ensuring it aligns to the client's commercial and design needs

- Reviewing pitch response documents and collateral to ensure that we are addressing the client's requirements and that key messages are integrated throughout
- Managing, drafting and updating standard information such as practice information, CVs, case studies, insurance certification, financials, methodology, sustainability, expertise and other critical or requested details
- Producing all pitching documentation and collateral, including credentials, written fee proposals and presentations for interviews
- Ensuring visual themes and design details are on brand, consistent and finished to a professional standard
- Linking closely with the wider Marketing and Business Development team to ensure all client targeting activities are joined up
- Contributing to pipeline accuracy and communicating on pitch progress on a regular basis to senior stakeholders
- Reviewing the pitch outcome with client and pitch team to garner insight and lessons learnt to inform future pitch strategies
- Implementing tools and resources to enable more efficient pitching documentation
- Continuously improving our pitch methodology, strategy and tools

Managing and mentoring people

- Encourage communications and interactions throughout the business, encouraging and in support of a culture of collaboration and shared problem solving
- Coach and mentor junior colleagues both within your team and throughout the business
- Manage your project to ensure each team member has a valued role to play and is empowered within their given remit to excel
- Engender individual responsibility and ownership for tasks
- Actively participate in and promote Continual Professional Development throughout the business

Successful applicants will be/have most or all of the following:

- Best in class pitch methodology and experience
- Background in writing (e.g. reporter, technical writer etc.), with deep understanding of structuring and writing proposal content
- Demonstrated strong client relationship and stakeholder management skills
- Comfortable and effective working with and influencing multiple stakeholders at senior levels
- Experience of project managing competitive tenders
- Understanding of corporate real estate market, design, architecture and/or management consultancy
- Effective project management and organisational skills
- Exceptional attention to detail and focus on quality
- Strong use of initiative and able to work under pressure and to tight deadlines
- Strong interpersonal communication and presentation skills
- Eye for modern graphic design
- Fluent with tools such as InDesign and Microsoft Office suite

VALUES

One Team - All Strong, All Different, All Supportive – The Same Goal

- Encourage freedom of individual expression
- Work together to achieve team goals
- We are accountable for our individual responsibilities first
- Put special effort into supporting each other to maximize potential
- Identify problems and resolve conflicts within the team
- Employ the power of positive peer relationships

Passionate and Inspiring – Delivering with Compelling Enthusiasm and Creativity

- Don't just say, do: lead by example
- Demonstrate lateral thinking to solve challenges
- Experiment and be prepared to fail; we will support you
- Objectively listen to other people's point of view; challenge and suggest something different
- Debate and explore potential
- Discuss ideas and share what excites us

Honesty & Integrity – Doing What's Right, Not What's Easy

- Openness in all our dealings
- We do what we say and when we say we'll do it
- We treat all fairly
- We listen carefully to understand and address the real needs of our clients within the framework of the contract
- We do not shy away from commercial discussions with clients when needed

Pushing the Boundaries – An Entrepreneurial Spirit

- 'Can do' attitude
- Be adventurous and learn from mistakes
- Be passionate and inquisitive about what you do
- Challenge what's possible and be optimistic about the possible
- Empowered to challenge one and all
- Stretch ourselves in the pursuit of excellence

Nurturing - Releasing the Potential of Our People

- Give honest and constructive feedback
- Support each other to achieve aspirational goals
- Recognise when colleagues are under pressure and offer support
- Actively encourage each other to push the boundaries
Listen, hear and understand