



<b>Position Title</b>	Senior Bid Writer
<b>Location</b>	UK
<b>Department (if applicable)</b>	Sales
<b>Reports to Position</b>	Director of Sales & Operations UK

#### Primary purpose of role

This role is critical in ensuring we deliver a strong, consistent message relevant to our target markets. The role is responsible for the on time submission of all RFP's encompassing regional and global tenders and for existing client re-tenders; the ability to tailor and understand the messaging required for each audience is essential. In addition to the heavy focus on sales support, the successful candidate will need to support the business with internal and external marketing messaging and support for marketing activity such as travel conference setup.

This role is designed to provide ownership of the RFP process on a regional and global level; time manage the process of the RFP; ensure key stakeholders are informed of the RFP and their deliverables; drive business success by delivering unique and relevant content to the RFP to differentiate ATPI as a brand at RFP stage and beyond and work with the bid management team to evolve the existing content library.

A critical component of the role is input into the development of the go to market strategy of key products. Working with the product group that encompasses commercials, collateral, training and demo site deliverables in order for the sales and account management team to on sell to our clients.

#### Key challenges in achieving goals

- Tender management and coordination
- Coordination of global pricing requirements
- Product marketing and delivery
- Internal communications and marketing support
- Application of the ATPI brand structure and willingness to be the brand champion for ATPI

#### Key Relationships

<b>Internal</b>	<ul style="list-style-type: none"><li>▪ Key account managers</li><li>▪ Heads of departments</li><li>▪ Bid management team</li></ul>	<ul style="list-style-type: none"><li>▪ Operations managers</li><li>▪ Managing directors</li><li>▪ Business development managers</li></ul>
<b>External</b>	<ul style="list-style-type: none"><li>▪ Clients</li><li>▪ Suppliers</li><li>▪ Prospective clients</li></ul>	

#### Accountabilities

- High level proficiency with Microsoft Office (Word, Excel, PowerPoint, Visio and SharePoint)
- Proficiency with PowerPoint presentation software
- Understanding of key ATPI products and value/benefits to our client base
- Technical and creative writing skills
- Time management
- Ability to work to strict deadlines
- Copywriting and proofreading skills
- Travel market trends awareness



- Eye for detail – ensure all communications are in line with global marketing strategy
- Keen eye for, and understanding of, copy and design

### Key decision making

- Brand messaging
- RFP construction

### Skills and experience

- Demonstrated management of a tender process
- Demonstrated ability to use presentation software and Microsoft Office suite of products
- Demonstrated experience in adhering to set deadlines
- Demonstrated business development skills and ability
- Experience and knowledge of the travel industry

### Key performance indicators

- RFP progress through tender stages (RFI, RFP, Presentation)
- Day to day management of RFP bid process, across regional and global bids
- RFP process feedback
- Internal communications managed to scheduling
- Maintenance of RFP library of answers with established content coordinators
- Delivery of product go to market strategy and deliverables

### Key Responsibilities and Duties

#### People

- Leadership
- Productivity
- Effective communication
- Quality Control
- Ensure all employees are aware of their responsibilities
- Ensure all sales and account management staff are aware of, and utilising the latest responses and collateral within their client communications
- Ensure all relevant staff have a clear understanding of the ATPI product offering

#### Administration

- Ensure management tools (CRM, SharePoint, key management reports) are up to date
- Effective communication with heads of department to ensure internal communications deadlines are met.
- Ensure marketing collateral is kept up to date and shared with the relevant departments.
- Support the marketing activities and setup for conferences

#### Client management

- Work towards delivering tender process from end to end
- Ensure full understanding of the clarification process and be able to query to ensure RFP messaging is clear throughout

#### Technology

- Manage technology and automation systems in order to enhance performance and efficiencies.
- Identify technology and automation systems to enhance performance and efficiencies of your role.



- Escalate to your direct line manager any complaint on the performance of the system if not resolved by IT support in the agreed timeframe.
- Log any IT issues via IT support
- Be up to speed with the latest and most effective presentation software tools

#### **Productivity**

- Ensure all deadlines are met
- Ensure on time communication between all stakeholders (sales, account management, heads of department)

#### **Quality control**

- Ensure each relevant stakeholder has a clear understanding of their client needs.
- Syntax, grammar and branding is as per the ATPI guidelines

#### **Communication**

- Attend regular stakeholder meetings
- Schedule internal communications as per release schedule

#### **Company responsibilities**

- Treat all team members from all departments with respect and dignity
- Participate as a company team member and contribute to the overall smooth operation and wellbeing of the company
- Operate within company guidelines, systems and procedures
- Maintain a high standard of dress and general tidiness and cleanliness of your work area
- Constantly strive to improve product and technological knowledge and use available computer systems and other aids to maximise client service & satisfaction
- Provide suggestions and contribute to the wellbeing of the company
- You may be required, at times, to participate in special projects as determined by the manager

#### **Industry responsibilities**

- Ensure that an excellent working relationship is developed with industry representatives and associated personnel and utilise these relationships where necessary to obtain the maximum service arrangement for your client
- Ensure that all dealings with industry representatives are fair and honest at all times and that any working relationship is not used to the detriment of the company
- Attend industry functions and product seminars in order to update and advance current personal knowledge. It is essential that our company be represented in a totally professional manner at all times

#### **Sales / sales support – responsibilities**

- Prepare prospect presentations from scratch / from existing documentation
- Create graphics for insertion into prospect material
- Liaise with designers to create detailed graphics for use in sales collateral