JOB DESCRIPTION

Job Title:	**Principal Bid Manager**
Reports to (job title):	**Senior Business Development Manager**
Line Manager to:	NA
Base	Remote/Home working with travel as per business needs.

Job purpose

To manage and deliver multiple concurrent bids and business development opportunities, taking ownership of the end-to-end bid process from early opportunity development through to submission and outcome. The Principal Bid Manager will personally manage complex and strategically important bids, working with operational and corporate colleagues to develop compelling, compliant and commercially sound submissions. Alongside their own portfolio, the post holder will provide experienced bid direction, challenge and quality review across bids managed by other members of the Business Development team and, where appropriate, opportunities led elsewhere within HCRG Care Group. The role will also undertake wider business development activity and act as a senior deputy to the team when required.

Key responsibilities

- Personally manage multiple concurrent bids through the full end-to-end bid process, including complex, high-value and strategically important opportunities.
- Take ownership of bid planning, activity, resources, inputs and deadlines across own bids, ensuring clear accountability and timely delivery at each stage.
- Assemble and manage virtual bid teams and inputs from key stakeholders, typically engaging with operational teams, finance, commercial, legal, clinical, workforce and project management / delivery colleagues.
- Develop a clear win strategy for each bid, ensuring win themes, customer value and differentiators are clear, evidenced and compelling.
- Lead solution development and bid planning sessions, working with subject matter experts to translate operational models and evidence into strong tender responses.
- Understand and resolve complex technical, strategic and business issues arising through the bid process, escalating where appropriate.
- Contribute directly to written proposals, including drafting and editing key content where required, and work closely with the Bid Writer and subject matter experts to strengthen responses.
- Support the commercial aspects of bids, ensuring the proposed solution, assumptions, risks and pricing inputs are aligned and accurately reflected in the submission.
- Manage bid risks, dependencies, governance requirements and internal approvals throughout the bid process.

- Provide senior quality review and sign-off of bid outputs within agreed Business Development governance arrangements, ensuring responses are compliant, persuasive, consistent and submission-ready.
- Provide experienced bid direction, challenge and practical support to bids managed by other Bid Managers, while maintaining clear accountability with the named Bid Manager.
- Provide proportionate bid direction, review and assurance for relevant opportunities led elsewhere within HCRG Care Group.
- Ensure on-time submission of compliant and commercially sound bids and coordinate client presentations, clarification responses and other procurement requirements.
- Undertake selected business development activity, including MEQs, market engagement, opportunity qualification, early proposition development and pre-procurement work.
- Act as senior deputy to the Senior Business Development Manager when required, supporting day-to-day prioritisation, coordination of live bid activity and continuity across the pipeline.
- Drive continuous improvement through post-bid reviews, lessons learned and the practical application of good bid management and writing practice.

Personal Specification

Essential

- Substantial demonstrable experience of end-to-end bid management, including complex and high-value tender opportunities.
- Demonstrable experience of personally managing multiple concurrent bids and competing deadlines.
- Excellent planning, organisation and time management skills, with the ability to prioritise workload across concurrent projects.
- Strong written English, editing and proposal development skills, with the ability to turn complex information into clear and compelling responses.
- Experience of developing win strategies, win themes and customer-focused propositions.
- Experience of quality reviewing and challenging bid content, with the confidence to provide clear feedback and sign-off within agreed governance arrangements.
- Ability to work with and influence colleagues and senior stakeholders across operational and corporate functions.
- Strong commercial awareness and the ability to identify and manage bid risks, assumptions and dependencies.
- Ability to understand complex service models, customer requirements and procurement documentation and translate these into effective bid plans and responses.
- Excellent attention to detail and a strong focus on compliance, quality and submission readiness.
- Ability to work under pressure to tight deadlines and remain effective across periods of high bid activity.

- Hands-on, proactive and solutions-focused approach, with the flexibility to move between bid management, writing, review and wider business development activity as required.
- Confident communicator at all levels of the organisation and able to constructively challenge where required.
- Proficient in Microsoft Office applications, particularly PowerPoint, Excel and Word.
- Strong team player, able to work collaboratively with Bid Managers, Bid Writers, coordinators and subject matter experts to deliver high-quality submissions.

Desirable

- Experience of bidding for healthcare, NHS, local authority or other public sector services.
- Experience of business development activity including market engagement, MEQs, opportunity qualification or early opportunity shaping.
- APMP qualification or other relevant bid / proposal management accreditation.
- Educated to degree level or equivalent relevant experience.

Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

Care	Think	Do
• Inspire	• Challenge	• Accountability
• Understand	• Improve	• Involve
• Communicate	• Learn	• Resilience

Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 2018 Data Protection Act and should be managed in accordance with this legislation.

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This and all other information must be held in line with NHS national standards including the Records Management: NHS Code of Practice , NHS Constitution and HSCIC Code of Practice on Confidential Information and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training
- Reading applicable policies and procedures
- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements
- Ensuring the security and confidentiality of all records and personal information assets
- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead
- Adherence to the clear desk/screen policy
- Only using approved equipment for conducting business

Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a "non-smoking" policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

Equal Opportunities

It is the company's intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

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Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.