

Job Description

Job Title:	Bid Writer
Reports to (job title):	Senior Business Development Manager
Line Manager to:	N/A
Base	Home Based, with the requirement to travel as per required by business needs

Job purpose

The Bid Writer will play a key role within HCRG Care Group's Business Development Team, producing high-quality, persuasive content that helps secure new business opportunities and supports the organisation's growth. Working on a diverse portfolio of healthcare tenders and strategic business proposals, the post holder will help position HCRG as the provider of choice for commissioners, contributing to services that improve health and care outcomes for communities across the UK.

Role Overview

The Bid Writer will work within the business development team to produce compelling written content that supports the organisation's growth strategies. The post-holder will ensure the timely and high-quality completion of bid submissions, conduct detailed research, and utilise AI technology to enhance the bid production process. The role is remote, with some travel required to meet business needs.

This is an exciting opportunity to work on high-profile opportunities across a national healthcare organisation, gaining exposure to complex procurements, innovative service design and strategic business development. You'll work alongside experienced bid professionals and subject matter experts, continually developing your skills in bid writing, capture planning, AI-enabled content development and proposal management within a supportive, collaborative environment.

Key responsibilities

This list is intended to summarise the key responsibilities and is not intended to cover every task that may be required of the role:

- Work within the existing business development team, to proactively produce high-quality, compelling, and persuasive written content for bids, business proposals, and other work winning submissions.

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- Contribute to the various stages of the bidding and tender process and completed in a timely manner and to a high-quality.
- Drive and lead the bid writing timeline for each bid including, pre bid tasks such as research.
- Lead multiple and concurrent individual bid responses.
- Conduct detailed research on market trends and competitors to inform proposals and strategies.
- Create and facilitate capture sessions, such as win theme workshops and storyboarding etc.
- Lead and contribute to visual aspects of bid responses through adhering to HCRG style guide and developing graphics/visuals.
- Use AI and emerging technologies to improve the speed, quality and consistency of bid production.
- Manage and continuously develop an AI-enabled content library to improve the speed, quality and consistency of bid production.
- Engage Corporate and Operational SMEs to capture operational insight, innovation, evidence and best practice, translating technical expertise into compelling bid responses.
- Gather, analyse and synthesise qualitative and quantitative evidence from across the organisation, including performance data, case studies, service outcomes and best practice, ensuring responses are evidence-based and aligned to commissioner requirements.
- Consult with Corporate and Operational SMEs to contribute to drafting and bid refinement.
- Ensure organisational USPs and win-themes are golden threads through each individual bid.
- Own and contribute to additional bid documents such as mobilisation or communication plans.
- Deliver business propositions that adhere fully to service specifications, HCRG best practice models and policies, and maximise scoring against set criteria.
- Support the Business Development Team with wider bid projects such as developing a bid style guide, boilerplate content and implementing feedback for continuous improvement.
- Participate and/or lead in bid reviews and lessons-learned sessions, maintaining a clear record of actions and supporting their implementation across future opportunities.
- Analyse and translate commissioner feedback, evaluation outcomes, internal review comments and bid debrief findings into practical improvements to future submissions, processes, templates and content.
- Support the business and Business Development Team with ad-hoc tasks as and where required according to business needs.

Personal Specification

Essential

- Excellent written and oral communication skills.
- Experience writing content for bids, tenders, and business proposals.
- Experience working in high-pressured deadline-driven environments.
- Possess a conscientious nature with a high attention to detail.
- Experience liaising and building relationships with internal and external stakeholders.
- Experience leading and facilitating workshops face to face and digitally for areas such as win themes, captures and storyboarding.
- Excellent time-management skills.
- Willingness to travel for work when required.
- Knowledge of tendering processes e.g. NHS England Commissioning processes.
- Proactive approach and self-starter with the ability to manage their individual workload autonomously.
- Strong experience working as part of a team whilst managing their respective workload and tasks.
- Ability to work in an agile manner.

Desirable

- Experience in business development and obtaining business intelligence.
- Demonstrable experience working with and maintaining AI technology.
- Experience working in healthcare or similar regulated public sectors.

Qualifications

- Strong academic background (ideally degree level) in a subject requiring excellent written communication, research and analytical skills (e.g. English, Journalism, Communications, Social Policy or Humanities) is desirable.
- Creative Writing Qualification is desirable.
- APMP Qualifications or knowledge is desirable

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 • Understand • Communicate	• Challenge • Improve • Learn	• Accountability • Involve • 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. 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

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- 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.

Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

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

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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.

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.

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Personal Specification

Essential

- XXXXX
- XXXXX
- XXXXX

Desirable

- XXXXX
- XXXXX
- XXXXX

Other requirements: XXXXX

Employee signature

Manager signature
