**Bid Writer - Europe**

**Success Profile**

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| **Reporting to** | Business Development Director |
| **Division / Function** | Europe |
| **Base location** | Brussels, but willing to travel |
| **Date** | August 2019 |
| **Job ID** |  |
| **Job Family** |  |
| **Level** |  |

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| **Section 1: Role Context** |
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| key purpose |
| This role provides professional and high quality bid writing support which is proportionate to the scale and nature of a bid. |
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| reason for role |
| To provide professional multilingual bid writing services within the European Bid Team |

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| **Section 2: Organisational Context** |
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| Structure and reporting relationship |
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| **Section 3: Role Essentials** | |
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| Based on the specific requirement of the role | |
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| Key accountabilities | * To provide high quality multilingual (English, Dutch, French, German ideally) bid writing services to bids of various scales and complexity on either an individual or a portfolio basis * To support the bid team in the creation of storyboards and to ensure that these are adhered to throughout bid creation * To work with subject matter experts (SMEs) and other colleagues and specialists to ‘interpret’ solutions and to extract information * To create quality responses which are well-written, accurate, concise and visually engaging and which effectively convey the required message, answer the customer’s requirements (including adherence to word counts, presentational requirements and evaluation criteria requirements) and score well * To understand and capture subtleties and nuances within our solutions and to replicate the passion of our SMEs and operational teams within our bid responses * When required, to conduct additional research to supplement bid responses including collation and presentation of relevant data * To elegantly incorporate win themes, USPs, sales messages, case studies and ‘hot button’ material into responses * To manage the language quality of bids to ensure consistent nomenclature, tone and register throughout a submission or portfolio of submissions * To support the management bid collateral and information sharing across the bid team * To manage and mentor more junior or less experienced members of Bidding Services providing support to their continued learning and professional development * Where external contractor Bid Writers are allocated to a bid team, to ensure smooth integration into the bid team and provide ongoing guidance and coaching * To support the monitoring and improvement of the quality of bid submissions ensuring high standards of attention to detail |
| Essential qualifications | There are no specific requirements for qualifications for this role although the successful candidate is likely to have a background in journalism, linguistics, TEFL or similar and must be able to write to a very high level in multiple languages. (fluency, accuracy, correct messaging etc.). |
| Essential technical and professional skills and knowledge | A Bid Writer will have experience of a complex and varied bidding environment (across different methods of procurement) and will have experience of managing a multifarious set of deliverables. Highly competent in MS Office software and relevant tools such as Project, Visio, etc. Skills around template creation and document manipulation would be advantageous. |
| Essential attributes | * Ability to quickly grasp and assimilate complex information and apply creative intellect * Empathetic with an affinity for the passions and interests of colleagues * Methodical, process-driven and organised with excellent attention to detail * Ability to multi-task and prioritise particularly in a pressured environment * Proactive team player * Adaptable, flexible and resilient * Lives the Serco values * Strong influencing skills * Excellent communication skills including relationship development and stakeholder management; individuals will be confident and articulate in all communications |
| Additional  dimensions, KPIs or special features of the role | It is likely that some bids will be run from elsewhere within Europe and the role holder should be able and willing to travel. Some overnight stays are inevitable. |

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| **Section 4: Leadership Essentials** | | |
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| Based on the Serco Leadership Model – Leader of MANAGERS | | Tick the 5-6 most critical leadership capabilities |
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| Customer | **Customer Focus:** Builds Customer Loyalty  Demonstrates an understanding of the customer, builds productive customer relationships with integrity and takes responsibility for ensuring customer advocacy. | 🗸 |
| **Judgement & Decision Making**: Exercises Judgement  Quickly recognises and gets to grips with increasingly complex scenarios. Secures and compares information from multiple sources and exercises judgement to close the gaps in data and deal with increasing levels of ambiguity. | 🗸 |
| **Driving Growth & Innovation:** Manages Innovative and Profitable Growth  Challenges the status quo, champions new ideas and finds ways to extend innovative ideas to enhance business results. Applies a robust understanding of the financial context and key financial indicators to manage budgetary soft spots and profit plans. |  |
| **Execution & Delivery:** Delivers Against Operational Objectives  Translates strategic priorities into medium-term operational reality for own part of the business, respecting and aligning with Serco Governing Principles and managing interdependencies with other parts of Serco. |  |
| **Drive for Results:** Drives to Deliver Through Multiple Teams  Is motivated to deliver results through leading large and diverse teams across functions or business units.Showsdrive to make a difference across teams, community and nationally. |  |
| Operational Excellence | **Trust:** Inspires Trust In Others  Inspires trust by demonstrating openness and honesty, behaving consistently and living up to commitments. Holds self and others accountable for living the Governing Principles. | 🗸 |
| **Communication & Influence:** Engaging Communication  Engages and influences others by using a wide range of communication methods and styles. Facilitates understanding and encourages communication both within own team and more broadly. | 🗸 |
| **Collaboration:** Builds Collaborative Relationships  Establishes effective relationships with a wide range of stakeholders inside and outside their immediate working environment, valuing the contributions from others and leveraging networks across the whole of Serco. | 🗸 |
| **Transformation & Change:** Facilitates Transformational Change  Embraces and catalyses new approaches to improve results by transforming organisational culture, systems or products/services. |  |
| People & Culture | **Valuing Difference:** Supports Difference  Understands the pan-Serco environment and actively facilitates operating effectively across cultural and geographical boundaries. | 🗸 |
| **Empowerment & Delegation:** Empowers Others  Engages and enables individuals to stretch their capabilities and accomplish the business unit’s strategic priorities. |  |
| **Building Talent:** Identifying and Developing Talent  Identifies and appropriately deploys the key knowledge, skills and experiences required across their organisation and then uses the key Serco People processes to attract, develop, engage and retain the appropriate talent. |  |
| **Resilience:** Demonstrates Personal Resilience  Stays focused and composed when under pressure to deliver, dealing constructively with setbacks and staying on course even when facing resistance or pressure to change. | 🗸 |
| **Personal Growth:** Demonstrates Continuous Learning  Demonstrates continuous interest in personal skills development and learning, aiming to develop broad leadership and commercial capabilities, and seeking continuous feedback to manage own impact and maintain self-awareness. | 🗸 |
| Any other role specific leadership attributes |  | |