

Bid & Proposal Coordinator Level 3

15 month programme



Apprenticeships support career development into (and within) bidding and other specialist contemporary roles and professions. They are programmes of work-based learning, designed to support the achievement of industry-defined 'competence.'

Apprenticeships are designed to the needs of each individual apprentice, the role, and the line manager/team. Even better, they work for any prior level of education or age, graduate or nongraduate, a first job or to upskill existing staff.

Hiring an apprentice provides a significant return on investment for employers. Through a blend of practical and academic training, apprentices develop skills closely aligned with industry needs, contributing quickly to projects and providing new perspectives that benefit the entire team.

The course is taught and coached by practitioners, not dusty academics. Faculty have portfolio careers, combining their apprenticeship work with bid management and writing.

Typically, an apprentice spends a day a month in a live, remotely delivered interactive seminar, supplemented by expert coaching, pastoral support and work-related projects.

At the end, they demonstrate their achievements to the Institute of Sales Professionals (in partnership with the APMP).

Our client list is extensive, it includes Keir, Mace, Canon, Travis Perkins, BPP, Babcock, Capita, Vinci, Siemens and DHL.

We were delighted to be the first provider of this apprenticeship and we think we remain the best!



[The apprentice] is a remarkably bright young person who brings new ideas and approaches to our bid team.

Through her apprenticeship, she has developed a thorough understanding of Mace's bid processes and is capable of managing bids to challenging timescales."

**Andrew Hemmings,
Senior Pursuit Manager, Mace**



Interested in the Bid & Proposal Coordinator apprenticeship?
Get in touch.

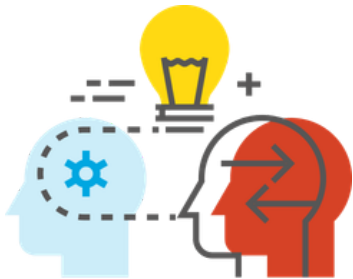
Scan the QR code or contact the team via
sales@jga-group.co.uk or 020 8426 2666



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- ✓ Regular interactive seminars
- ✓ Live, small group sessions led by an experienced bid practitioner
- ✓ Comprehensive support for both apprentices and line managers
- ✓ Resources provided for mental health and well-being
- ✓ Support from neurodiversity specialist



MODULE ONE →

Fundamentals of bidding

- Introduction to bidding
- The roles and responsibilities of the bid team
- The context of bidding
- The bid and proposal process

MODULE TWO →

The context of bidding (part 1)

- General background to bidding and how it fits into the business development lifecycle and how relevant it is to the organisation
- Approaches to bid/proposal preparation
- How opportunities/pipeline activities are tracked

MODULE THREE →

Roles & responsibilities of the bid team

- The roles and responsibilities required for the business development cycle, including bid managers, proposal management, writers document managers, graphic and knowledge base managers



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MODULE FOUR →

The context of bidding (part 2)

- Capture planning and further detail on the end stages of the BD Lifecycle
- Bid/No bid decision making – gate stages
- Customer engagement and capture planning
- Competitive tendering and presentations

MODULE FIVE →

Knowledge management

- Defining 'knowledge management'
- The information and data stored under a knowledge management framework
- Implementing and managing a knowledge management plan

MODULE SIX →

Bid/Proposal process (part 1)

- Overview of bid preparation process and schedule, creating a schedule and Clarification Questions (CQs)
- Follow a detailed proposal from opportunity qualification/Request for Information (RFI) stage, solution development, bid resource allocation, proposal writing and development, production and submission

MODULE SEVEN →

Bid/Proposal process (part 2)

- Managing the process, meetings, workshops, tracking progress and time management
- Use supporting templates and procedures, ensuring necessary steps, reviews & signatories are planned prior to proposal submissions



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MODULE EIGHT



Proposal development (part 1)

- How to use bid software to compile electronic submissions and understand how e-portals work
- How to assist in the dissection of a bid (inc. capture planning information) and identify both good and bad practice
- Customer key issues and win strategy for individual proposals

MODULE NINE



Writing and editing

- Core bid writing and editing skills
- Methods to create bid and proposal documents
- Improving documents through the drafting process
- AI and software tools eg. Grammarly, Hemmingway Editor, ChatGPT

MODULE TEN



Proposal development (part 2)

- Bid writing style guides and incorporating win strategy, reviewing, proofreading, formatting, publishing, printing and uploading
- Pricing positioning and how to best describe cost vs. price vs. value
- Contract management and key areas for risk and mitigation of contracts
- Handling data, confidentiality, data protection, competition law, relevant business commercial policy

ASSESSMENT

End point assessment

Knowledge test

Six questions comprising of five essay-style questions and one practical written assessment the report and presentation.

Professional discussion

A structured discussion with an independent assessor centred around a portfolio of evidence