



SHEPHERD+ WEDDERBURN

JOB DESCRIPTION

Job Title: Head of Proposals

Reporting to: Nominated Partner

Job Purpose:

The Head of Proposals will be responsible for ensuring the proposals function is fully aligned with delivering the firm's strategic objectives of revenue growth and maximising profitability through current and future client relationships.

Job Duties:

- To liaise with all partners, notably the Practice Group Heads/Divisional Directors and Board Members, to ensure a clear understanding of the firm's strategic, sector-specific and client-specific plans.
- To identify and report on the pipeline of legal work likely to be tendered from existing clients and new opportunities for a horizon of at least 12 months (including by work closely with Partners to identify both existing clients that are subject to tenders and key targets), and to advise on the effective deployment of the firm's resources on key proposals.
- To lead the Go/No Go decision making process to ensure the firm only progresses commercially valuable and/or strategically important and winnable proposals.
- To lead the communication process with appropriate partners on the outputs of the Go/No Go process.
- To ensure regular reporting on the outcomes of the Go/No Go process; documenting the key considerations / rationale for decisions and that key lessons are retained and where appropriate actioned, within the business.
- To ensure that following a decision to progress to a proposal, the Proposals Team manage the proposal in accordance with the agreed project plan.
- To allocate work clearly across the Proposals Team.
- To ensure that high quality, compliant and timely proposal submissions (including SQs, ITQs, ITTs, RFPs and presentations) are submitted to a broad range of clients and prospective clients.
- To review and develop the firm's library of proposal collateral (e.g. boilerplate/standard responses, biographies, profiles, CVs, creds, deals database information), ensuring it is fit for purpose (e.g. minimising "re-invention of the wheel"), and taking corrective action where appropriate.
- To assess content gaps with proposed collateral and ensure these gaps are filled in a timely manner.
- To ensure the integration and co-ordination of the Proposal Team's work with that of the Partners and fee-earners with the objective that the input of Partners and fee-earners is focussed on where it can best add value to the submission;
- To ensure that draft submissions issued to legal teams have been reviewed where at all possible, and accurately answer the questions posed.
- To lead the Proposal Team in undertaking research and analysis on clients and prospective clients, to enhance the quality of our proposals.
- To lead the management and development of the Proposals Team to ensure the effective and efficient execution of all Proposal related activities.
- To coach and appraise the Proposals Manager.
- To ensure effective coaching and appraisal of the Proposals Manager.

- To ensure that all appropriate colleagues across the business have a clear understanding of how to effectively support the Proposals Team in winning new business via the Proposal process – including running training sessions, drafting and distributing policy and information notes, clearly defining and agree respective roles and responsibilities; informal coaching sessions etc.
- To support the enhancement of the firm's Proposals Training through identifying training consultants and resources, and working with the L&D Team to ensure effective delivery/profiling across the business.
- To take a leading role in the mentoring, training and ongoing development of lawyers' Proposals knowledge and skills.
- To coach lawyers as they prepare for any Proposal related pitches/presentations – including providing guidance on the composition of the Pitch Team; anticipation of likely format/questions; co-ordinating pre-pitch rehearsals and providing constructive feedback to the Pitch Team on how to improve performance.
- To collaborate and work closely with members of the wider MBD team to ensure that specific initiatives are executed efficiently, effectively and to budget.
- To ensure regular review of success rate in terms of proposals/pitches submitted; keeping records of feedback and lessons learnt from each process/pitch; and regularly (quarterly) reporting on the same to the partner responsible for proposals.
- To ensure key themes are secured from clients/prospective clients, debrief processes are analysed and corrective action taken in a timely manner.

Knowledge, Experience and Qualifications.

Essential:

- At least 3 years proven track-record in a senior Proposals role.
- Highly developed influencing skills.
- Highly developed project management skills, ideally demonstrated by achievement of suitable industry recognised accreditation.
- Highly developed writing, editing and reviewing skills.
- Proven track record to operate effectively within a partnership culture and to build collaborative relationships at all levels.
- Proven team management skills.
- Track-record of delivery of proposals submissions with the ability to multi-task.
- Commercially astute with a practical, hands-on approach.
- Understanding of Public Sector procurement practices.

Desirable

- Proposals experience gained in professional services and preferably in the legal services and/or accountancy sectors.
- Proposals experience in one of the firm's core sectors is desirable, namely Real Estate, Energy or Financial Services.
- Proposals experience in Public Sector.
- Attainment of recognised, relevant bid/tenders qualification.
- Proposals Training/Presentation skills.

These duties reflect the position at October 2021 and may be subject to reasonable change at a later date.