

Job Description

Role Information

Job Title	Bid Writer
Directorate (and Team)	Growth
Location (supported by Hybrid Working)	Manchester, Leeds or Birmingham
Full Time or Part Time	Full Time

Company Overview

Ardent is the UK's leading provider of land, consent management and stakeholder engagement services to support major infrastructure and regeneration projects from concept to delivery.

We are Project Managers, Chartered Surveyors, Engagement specialists and Land Referencers, based in London, Birmingham, Warrington, Leeds, Glasgow and Dublin and supporting projects throughout the UK and Ireland.

Established in 1992, we are a high-growth business with a client portfolio that includes some of the biggest players across our four core sectors of transport, renewables, utilities and regeneration.

We are passionate about delivering life-improving change for communities and future generations and we are proud to play a key role in facilitating and delivering the UK and Ireland's net zero and growth agendas, improving connectivity, enabling the repurposing of high streets and town centres and delivering new homes.

We are problem-solvers that are outcome focused working collaboratively with our clients to provide strategic advice and services that identify and mitigate risks, deliver efficiencies, delivering buildable consents and then implementing those consents to positively change people's lives and the world that we live in.

Role Purpose

Our Ardent purpose is - Delivering life improving change for communities and future generations.

The Bid Writer is responsible for leading and delivering high-quality, compliant, and compelling bids across public and private sector opportunities. Supporting the Bid Manager, the role combines strategic bid management with hands-on writing, ensuring submissions clearly articulate the company's value proposition, technical capability, employer brand and differentiators to support Ardent's continued growth.

The role will manage the full bid lifecycle—from opportunity qualification and win strategy development through to submission and post-bid review—working closely with the Bid Manager, Sector Leads, Professional Services leads, Digital and the Marketing team to gather direct input to write compelling, work-winning bids.

Values Alignment & Shared Commitment

The Bid Writer is an ambassador of the Ardent values, promoting a culture of integrity, collaboration and excellence, inspiring a commitment to inclusivity, change and innovation.

Ardent Values

- Thirst for knowledge - We embrace every opportunity to learn, grow and continuously improve
- Own it - We do what we say we will do. We own our individual actions, are accountable for them, and take pride in adding value
- Be the difference - Focus energy to make things happen. Go beyond process. Stand up, Stand out
- Enjoy the journey - Have fun, be engaged and be proud to be Ardent
- Adapt - We drive change and innovation to deliver growth and new opportunities in an ever-changing world

Key Accountabilities, Responsibilities & Outcomes

Accountabilities and / or Responsibilities	Outcome
<ul style="list-style-type: none"> • Support the Bid Manager to own and manage the end-to-end bid process for opportunities of varying size and complexity • Lead bid kick-off meetings as required, establish win strategies, and manage bid plans and schedules • Coordinate internal stakeholders, including technical, commercial, legal, and operational teams to gather direct input to write compelling, work-winning bids 	<p>Strategic approach to bidding is developed and embedded, compelling, work-winning Ardent bids are produced by the Bid Writer.</p> <p>Ardent's growth ambitions are supported.</p>
<ul style="list-style-type: none"> • Ensure bids are fully compliant with client instructions, evaluation criteria, and deadlines • Manage risk, approvals, governance, and version control throughout the bid process • Act as the primary point of contact for bid-related queries and clarifications • Ensure that opportunities to use AI and digital solutions to maximise bid success and build libraries of bid content (including case studies) 	<p>Excellent, work-winning bids are produced; digitisation of process and content library is maximised ensuring ease of future bidding.</p>
<ul style="list-style-type: none"> • Write, edit, and produce high-quality, persuasive bid responses tailored to client needs • Translate technical and complex information into clear, client-focused narrative • Develop and refine responses for key sections such as methodology, quality, 	<p>Bid success rate is maximised.</p> <p>Supports Ardent's continued growth.</p>

<p>value, social value, sustainability, and innovation</p> <ul style="list-style-type: none"> • Ensure consistency of tone, messaging, and branding across all bid materials • Review and challenge content from subject matter experts to improve clarity and scoring potential 	
<ul style="list-style-type: none"> • Support opportunity qualification decisions and bid/no-bid recommendations • Develop win themes, differentiators, and key messages aligned to client priorities • Maintain and develop a bid library, templates, case studies, and standard responses, working with the Digital team to maximise opportunities to streamline and digitise these processes • Lead or contribute to post-bid reviews, lessons learned, and continuous improvement initiatives • Track bid performance metrics and contribute to improvements in win rates 	<p>Bid success rate is maximised.</p> <p>Supports Ardent's continued growth.</p>
<ul style="list-style-type: none"> • Build strong working relationships with internal teams and senior stakeholders • Support client presentations, interviews, and clarifications where required • Represent the business professionally and confidently during bid-related engagements 	<p>Supports Ardent's continued growth.</p>

Key Competencies, Skills & Experience

Competency, Skills & Experience	Outcome
---------------------------------	---------

<ul style="list-style-type: none"> • Proven experience in bid writing and bid management within a professional services environment • Strong understanding of public and private sector procurement processes • Excellent written English and communication skills • Excellent skills with Microsoft Word, Excel and PowerPoint • Strong project management and organisational skills • Ability to interpret complex requirements and evaluation criteria • Excellent attention to detail 	<p>Bid Manager is supported, bid process and strategies are developed and implemented, technical stakeholders' input from across Ardent is minimised, exceptional, work-winning bids are maximised and successes captured and utilised for future bids.</p>
<ul style="list-style-type: none"> • Highly organised, proactive, and deadline-driven • Commercially aware and customer-focused • Collaborative and resilient under pressure • Strategic thinker with a hands-on approach 	

What we offer

We are a purpose, and values led business with a strong focus on personal growth and opportunities to contribute to impactful infrastructure and regeneration projects across the UK and Ireland, living our purpose in delivering life improving change for communities and future generations.

We promote a supportive and collaborative culture, where our people are empowered through coaching, hybrid working, and a healthy work-life balance. Our commitment to professional development is clear, from supporting early-career professionals to enabling progression through professional qualifications and continuous learning, living our Thirst for Knowledge value. We provide purposeful work, which includes our contributions to the UK's net zero agenda and community

regeneration, and seek people who value the opportunity to solve complex challenges in a culture that thrives on innovation.

We're a fast-growing business with a culture centered on learning, innovation, and opportunity. Through our company-wide coaching programme, we empower our people with faster, personalised career development, a deeper connection to our culture and values, and greater ownership of their progression.

We're looking for curious, ambitious individuals who thrive in a dynamic, purpose-driven environment, where learning, openness, trust, and collaboration are at the heart of everything we do. We also know the importance of enjoying the journey, which is why we value social connection and having fun along the way.

We offer a comprehensive benefits package designed to support the health and wellbeing, engagement, and work-life balance of our team. From day one, our people have access to hybrid working, 25 days of annual leave (with options to buy or carry over), enhanced maternity and paternity pay, and a company pension scheme.

We provide Benenden Health Care, offering mental health support, 24/7 GP services, physiotherapy, optical and dental cover, and personal accident protection (depending on level). Additional benefits include the Cycle to Work scheme, electric car leasing, recognition awards, long service leave, and a discretionary annual bonus scheme, all designed to ensure our people feel valued and supported.

We're proud to be an equal opportunities employer, and we're passionate about creating a workplace where you're empowered to bring your authentic self to work every day.

We are committed to building a diverse, inclusive team where everyone belongs. We welcome talent from all backgrounds and actively encourage applications from underrepresented groups.

If you're ready to grow with a business that's scaling rapidly and making a real impact, you're in the right place!

To apply or learn more about this opportunity, please submit your CV to recruitment@ardent-management.com