

IT Services Proposal Manager

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Company: ITC WORLDWIDE

Location: İstanbul

Category: other-general

ITC Worldwide is seeking a dynamic and experienced **IT Services Proposal Manager (Microsoft Stack) - Services & Support**

Abuja, NG |

The IT Proposal Manager will be a Technical Writer/ Content Manager to support unprecedented growth throughout our organization. We seek a creative, strategic and well-organized candidate that can manage multiple projects and changing priorities in a fun and dynamic work environment.

The successful candidate will write and edit proposals in response to international and domestic solicitations (RFP/Ts, RFIs and RFQs). Working with an internal team of Subject Matter Experts and Capture Managers, Solicitations are analyzed to determine requirements, development of a proposal plan is created and through a collaborative and autonomous proposal process, a responsive, compliant and winning proposal is executed. Strong organizational skills are a must, as well as the ability to work with diverse teams both managerial and technical. Job is fast-paced, interesting and collaborative.

In addition to our daily proposal response output, our proposal library narrative is critical to our organization. The Proposal Writer/Manager will contribute content to the knowledge management database regularly, and contribute to marketing projects as well when

required.

Job Responsibilities:

Parse and analyze new solicitations, create a proposal plan that aligns with the company proposal process

Provide writing and editing support and/or lead RFP/RFI/RFQs

Maintains and contributes to the proposal library to ensure latest product and service content is available for reuse

Edits proposals for spelling, typographical and grammatical errors; proper syntax; as well as readability, consistency and comprehension

Maintains past performance database, maps of Customers, reference letters, reports and project log : SharePoint

Significant contributor to the development and continuous improvement of the proposal creation process in collaboration with other internal colleagues

Requirements

Three to six years of related work experience in proposal development and writing

Comfortable leading diverse groups, excellent communication skills (both written and verbal)

Strong organizational skills, ability to manage time, deadlines, taking initiative and problem solving

Expert Microsoft Word user, skillfully formats documents with extreme attention to detail and compliance. Understands style sheet creation and desktop publishing.

Readily grasp product offerings and sales strategies for proposal and quote writing

Assists with business development efforts to include opportunity research and tracking worldwide

Demonstrated excellent writing skills

Ability to surge work schedule to meet proposal schedule demands

Demonstrated expert knowledge and application of proposal industry principles, process, concepts and practices throughout the proposal development lifecycle

Applies communication and interviewing skills to gather needed information from internal and external personnel to support writing activity

Develops and implements process improvements to advance proposal productivity and quality

Prior experience in the defense industry desired, USG and International experience helpful

Intermediate Level Microsoft Excel Skill Level

Experience developing quotations, finance background

Led all aspects of proposal management for Government & Industry International bids

Research/identification of key opportunities

Proposal or quoting experience with Microsoft Techn REQUIRED

Experience with Microsoft/SAP/NetSuite and/or other ERP software

Ability to understand requirements, and influence proposal content to produce winning and compliant bids

Desired Skills

- Provide thought leadership and perspective for content creation and work closely with Copy

Writers and ITC Practices to develop the right collateral required for digital marketing campaigns

- Serve as the link between marketing and inside sales/sales to ensure proper alignment of lead flow and quality through the sales lifecycle
- Work with the Outbound/Email Marketing Manager on creating and optimizing automated workflows and outbound strategy for email campaign to nurture new and existing leads

Ed Requirements

- **MS** degree in Marketing, business administration or related field
- Fully Bilingual in English and Spanish/French/Arabic/Cantonese/German

Experience to include

- **5+ years** of experience in B2B digital marketing for a similar services company targeting CFOs, CIOs and high-level executives in Finance and IT (e.g. Big Fours, Accounting Firms, Recruiting, other consulting & outsourcing firms, software companies)
- Enjoys and brings experience managing direct reports and agencies
- Strong analytical skills and data-driven thinking
- Demonstrable experience leading and successfully managing digital marketing in B2B services companies
- Highly creative with experience in identifying target audiences and devising content and digital campaigns that engage, inform and motivate
- Up-to-date with the latest trends and best practices in digital marketing and Account Based Marketing (ABM)
- Strong understanding of Search Engine Optimization (SEO) processes to effectively manage the performance of the in-house Agency and SEO resources under management
- Defines requirements, tasks, and resources associated with the SEO strategy
- Understand on and off-site tactics
- Experience working with popular keyword and SEO tools (Google Adwords, Semrush, Wordtracker, Moz, Screaming Frog, Searchlight, Botify, Ahrefs, Search Console, etc.)
- Experience working with CMSs and the building and administering of content in multiple CMS environments or platforms
- Is familiar and comfortable with writing and editing content for SEO
- Oversees and manages keyword research and competitive research for ITC key services
- Keeps pace with SEO trends and developments (especially for North America)
- Solid knowledge of web analytics platforms (Google Analytics) and understanding of tag

management systems (Google Tag Manager, Tealium, or similar)

- Experience in managing PPC and overall Paid Ads Programs, especially including Google Adwords, LinkedIn and Remarketing
- Working knowledge of HTML
- Continuous obsession with improvement and campaign optimization
- Exceptional attention to detail and communication skills
- High-level of proficiency in Microsoft 365 Suite
- High level of integrity, autonomy, proactiveness, and self-motivation
- Ability to deal with multiple stakeholders in different departments with competing priorities
- Ability to clearly and effectively articulate thoughts through verbal, visual and written forms
- Team player with a professional assertiveness, who's also open-minded and humble
- Ability to handle multiple tasks in a deadline driven environment
- Excellent organizational, project and time management skills with a natural drive for process improvement
- **Hubspot** experience a plus (including both CRM and marketing modules) **plus**
- Fast learner, eager to learn new systems and tact

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