

**Job Title: RFP Proposal Writer**

**Job Overview:**

We are seeking a highly skilled and detail-oriented RFP (Request for Proposal) Proposal Writer to join our dynamic advertising and marketing agency. The successful candidate will play a pivotal role in crafting compelling and winning proposals for public sector entities, specifically focusing on health and wellness, transportation, higher education, recruitment, and sustainability. The RFP Proposal Writer will collaborate with cross-functional teams to gather information, understand client needs, and articulate innovative solutions to secure new business opportunities.

**Responsibilities:**

**1. Research and Analysis:**

- Conduct thorough research on public sector entities within health and wellness, transportation, higher education, recruitment, and sustainability
- Analyze RFP requirements to understand the scope, objectives, and evaluation criteria.

**2. Content Development:**

- Collaborate with subject matter experts and key stakeholders to gather relevant information.
- Develop clear, concise, and persuasive written content for proposals, addressing client needs and requirements.
- Create compelling narratives that highlight the agency's capabilities, expertise, and innovative solutions.

**3. Proposal Management:**

- Manage the end-to-end process of proposal development, ensuring timely submission and compliance with RFP guidelines.
- Coordinate with internal teams to obtain necessary information and incorporate it into the proposal.

**4. Quality Assurance:**

- Conduct thorough reviews of proposals to ensure accuracy, clarity, and alignment with client requirements.
- Edit and proofread content for grammar, style, and overall quality.

**5. Collaboration and Communication:**

- Work closely with the business development, marketing, and creative teams to gather insights and inputs for proposals.

- Communicate effectively with internal stakeholders to ensure a cohesive and unified proposal response.

**6. Market Intelligence:**

- Stay informed about industry trends, best practices, and changes in public sector requirements.
- Utilize market intelligence to tailor proposals to specific client needs and showcase the agency's competitive advantage.

**Qualifications:**

1. Bachelor's degree in Marketing, Communications, Business, or related field.
2. Proven experience in RFP proposal writing, specifically in the public sector and within health and wellness, transportation, or human services.
3. Strong research and analytical skills with the ability to synthesize complex information into clear and compelling content.
4. Excellent written and verbal communication skills.
5. Detail-oriented with strong organizational and project management abilities.
6. Ability to work collaboratively in a team environment.

**Preferred Qualifications:**

1. Previous experience working in an advertising or marketing agency.
2. Familiarity with the public sector procurement process.
3. Knowledge of industry-specific regulations and standards in health and wellness, transportation, and human services.

If you are a motivated and creative individual with a passion for crafting winning proposals in the public sector, we invite you to apply and contribute to our agency's continued success.