

Job pack

Bid Administrator



Job description

Hello,

Thank you for your interest in our role.

Brightsparks is a full service creative agency specialising in behaviour change for social good.

Our values

We believe in the power of purpose-focused organisations as a force to bring about positive change for people and society.

That's why we exclusively work with social purpose organisations to help them achieve their goals.

We are looking for candidates who share our core company values including;

- **Are ambitious:** The more organisations we work with the more people we help, the greater our social value is.
- **Are adaptable:** We plan our approach to each project based on a client's situation and needs, providing flexibility with a solutions-focused approach.
- **Are brave:** We don't back away from challenges.
- **Are accountable:** We accept responsibility for our work, actions and impact and we expect the people and organisations we work with to do so too.
- **Have a great attitude:** We lead with kindness, optimism, enthusiasm and collaboration.
- **Act with integrity:** We are honest and have strong moral principles.
- **Do good:** We have a positive impact on people and society.

Our Approach

Market-leading Tools and Systems

We believe that social purpose organisations should be able to benefit from the same tools and systems used by Silicon Valley corporations. We use market-leading no-code and low-code products to provide future-proof, high quality solutions to help you achieve your aims.

Understanding how people think

All our work is underpinned by evidence-based behavioural psychology. We use this psychology (known as Behavioural Science) to create campaigns, brands, systems and services that will reach and engage your target audiences, and nudge them towards behaviour change our clients want to achieve.

How we work with our clients



We're Part of Your Team.

We work collaboratively with you as an extension of your team, supporting you to achieve your organisation's aims. You can count on us.



We get started as quickly as possible.

We know that the quicker we get up and running with your project, the quicker we can start making a difference to you, your organisation and your audiences. Our team all work at Brightsparks to make a difference, so you can guarantee we're very quick off the starting blocks.



Data is King.

We use data and evidence to guide decision making, not opinion.



We're passionate.

We only take on projects where we know we have the knowledge and expertise to deliver great outcomes. Equally, we only do projects that we're passionate about and where we can see how our work will have a positive social impact. Otherwise, what's the point?



We're honest.

If we think something's not going to work or we need to change approach, we say so. Even if it costs us money or involves us admitting we got it wrong. Brightsparks exists to make a positive difference and that always comes first.

Our services

We have a huge toolkit of services, systems and approaches we can draw on to create a custom solution to achieve our client's aims. Our brilliant team work with our clients to understand what they want to achieve, and design a solution that will meet (or exceed) their objectives. Our services include: campaigns, research, strategy, creative, and digital.

What our staff say about working at Brightsparks Agency:

"I felt like part of the team even before I formally started working at Brightsparks - It's such a friendly and supportive environment where we're challenged to do our best every day but have a lot of fun whilst doing so! No two days are the same and I can honestly say that I genuinely enjoy every aspect of my role here."

"Honestly, I just really love working here! Not only are we a creative, solution orientated agency, but the work we do actually makes a difference to people's lives. I have ADHD and when I told Sian and Lizzie that I would be starting to take medication not long after starting to work here, they were both supportive and understanding. It seems like such a natural thing to accept people for different ways of thinking and processing information, but unfortunately that isn't always the case."

Lots of companies throw buzzwords around nowadays like 'Empowering' and 'Inclusive' but at Brightsparks these aren't just 21st century boxes to tick - these are things that are instilled every day by the warmth and level of care the management team has for our work, our clients and us!"

"Leonie, Andy, Jim and Sian are the most approachable Senior Management team I have ever had the pleasure working for. As a result of that I come to work every day wanting to do the best possible work I can. The passion you all feel for what we do and can do for our clients make me so proud to say that I work for Brightsparks. Every day I come to work knowing that you are all available if I need help with anything and you all have a unique skill of keeping an eye on projects ready to give advice and help where it is needed which is both reassuring and helpful."

"With the above in mind, Lizzie is absolutely amazing! In our weekly meetings she reiterates Brightsparks rocks, clearly and concisely shares her expectations of the team for the week ahead and the rocks she has put in place for us and takes time to walk through our individual rocks that we have set for ourselves. In 10 years of meetings I have never felt as organised as I do when I leave our Monday Meeting. It is a great way to start the week as a team making sure we are all working towards the same goal and thanks to Lizzie's management style, it's a fantastic and comfortable open forum for questions and ideas."

"Not long after I started working at Brightsparks, a policy was put in place for carers. I live with my mum and dad because my dad has Alzheimer's and aphasia, he is also currently being assessed to see if he has ALS. Mum is the primary caregiver, and I live with them to support her when she needs respite. Having a family member with Alzheimers is emotionally and physically taxing and the fact that I work for a company that took the time to discuss and form a policy around care for carers is both forward thinking and inclusive."

"Working for Brightsparks is an absolute pleasure. The team are welcoming and friendly, the working environment is inclusive and flexible, and you are always made to feel like a valued team member with something to contribute."

In my role as a Junior Marketing Executive, I am happy to have gained many valuable skills and worked on some very exciting projects in such a short space of time.

"As an employer, their approach is fit for a 21st-century organisation, offering a humanistic approach where health and wellbeing always come first. If you are value-driven and tired of working within an out-of-date company model, I highly recommend applying to join the Brightsparks team."

About Seats

A seat describes a set of functions, actions or outcomes that a single person is responsible for leading on. The main difference between seats and more traditional Job roles is that seats are not fixed arrangements. They are a representation of what the business needs now but also acknowledge that they may not be the functions that the business needs in 3 years or even in 3 months. It also acknowledges that the person sitting in the seat may change over time too.

Only one person can occupy a seat and be responsible for its functions. However, a single person can occupy multiple seats across the business if needed. The main point of the seats approach is to split out the functions and requirements that the business needs from the personal attributes of individuals which is often how job roles are created and specified. Instead this seat specification will make it clear both what functions of the seat and then who occupies in the seat will be decided by who best GWC (**G**ets It, **W**ants It and has the **C**apacity to deliver it) the seat.

How do we know if someone Gets the seat?

This is all about understanding the context behind the functions of a seat. You should ask yourself the following questions:

- Do I really understand the functions of the role at a fundamental level and why they are important to our business?
- Do I have enough experience to really understand what the outcomes of these functions look like and why they are important?
- Do I know what to expect when delivering the functions of the business?
- Do I have any examples of where I have delivered the functions of the seat successfully before?
- Could I hold my own in a conversation with someone else who gets the seat and provide ideas and solutions to achieve the seat functions?

How do we know if someone Wants the seat?

We want people that genuinely want to be in a particular seat rather than want a job. We know that if you are not motivated by what you are doing then you are not likely to do it well and both parties will be unhappy. So the questions to ask yourself are:

- Do you genuinely want this seat?
- Do you feel motivated by the functions of the seat?
- Could you see yourself being innovative and trying to continually improve your performance in the seat?

If the answer is no then you're not in the right seat.

How do we know if someone has the capacity to deliver the seat?

This all about if someone has the technical knowledge, experience, personal skills, competencies and temperament to successfully deliver the seat functions. You should ask yourself the following questions:

- Do I have sufficient knowledge (usually from work experience) to effectively deliver the functions of the role.
- Have I done the functions of the role before and what aspects did I find more difficult than others?
- Would others (current or past colleagues) consider me to be at least proficient in the seat functions if not an expert?
- Have I had enough exposure to the seat functions to realistically be able to start delivering them straight away or at least within a short period of learning time (within 3 months)?

Living our values

At Brightsparks, we take our values seriously and expect each member of staff at every level to be able to consistently demonstrate these across their work. These values are not skills-based in the same way as the worlds, but more about a person's attitude and how someone conducts themselves in their own approach to work, and their interactions with colleagues and clients. Candidates should be prepared to answer questions about how they have demonstrated these values in their own work.



Accountable - Have they sought opportunities to take responsibility? Have they been transparent in their reporting? Have they owned the things that went badly as well as those that went well? Have they held themselves to high standards?



Adaptable - Have they been able to respond to changing circumstances? Have they used their initiative and proactively addressed emerging risks and challenges? Have they worked with colleagues to revise plans and projects in the face of changing evidence?



Ambitious - Have they sought to deliver the best work they could? Have they proactively sought out new responsibility and looked to develop new skills? Are they actively pushing at full extent of their seat?



Brave - Have they been able to manage difficult conversations with colleagues and clients? Have they been able to share views that may not be popular, but are based in evidence? Have they presented bold solutions to clients that are based in best practice, even if they challenge the client's assumptions? Have they taken on the things they find difficult or scary?



Does good - Are they helping deliver measurable impact for our social purpose clients? Are they a positive influence on colleagues and organisational culture? Have they supported and lifted up colleagues?



Great attitude - Have they approach challenges in a positive, solutions-focused manner? Are they collegiate in their approach? Have they gone the extra mile when needed?



Integrity - Do they consistently act in the best interests of the agency? Do they challenge appropriately and in line with agency and personal values when they believe a decision or policy is wrong? Have they conducted themselves with honesty?

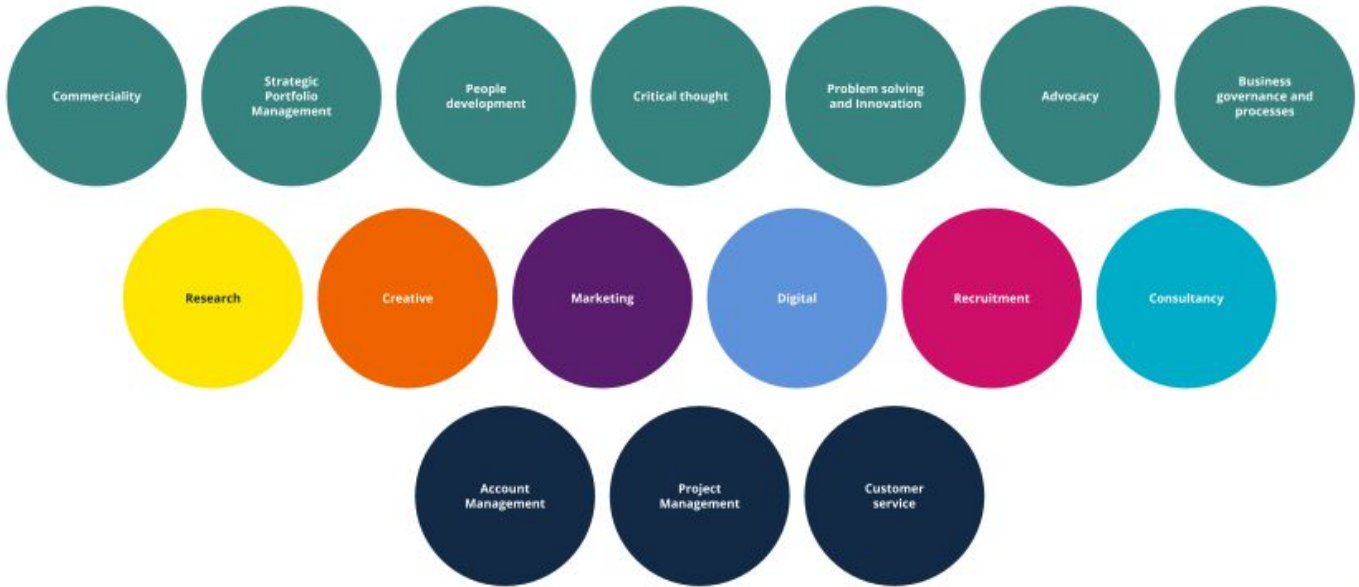
Brightsparks Worlds

In order to understand if someone does GWC a particular seat, we have developed the Brightsparks System of Worlds is a tool to describe the key disciplines and skills required at Brightsparks.

It is a universal tool that is used to set the bar required for every seat in the business.

Each seat type will have the required scale set at a different level for each of the worlds, in line with the requirements and level of their seat.

The following shows a diagram of all of the different "Worlds" that Brightsparks operates in:



Each world has its own scale (ranging from 1-10) of competencies that different roles within the business are required to operate to. The nature of your role in the business will dictate what number on the scale we believe you are required to operate at to effectively deliver your seat. Importantly we do not expect all roles in the business to be at higher scores in every world. Some roles will legitimately require scores of 1-3 to effectively deliver their seats.

Each seat in Brightsparks will be scored on every World at 1-10 and the collection of each of these scores is what we describe as the 'Bar' that we think is required for someone to successfully deliver their seat and job at Brightsparks.

The following provides an example of the 'Marketing World' and the associated Scale:



MARKETING

Includes:

- Creation of comprehensive, data and audience-led marketing and campaign strategies, that can deliver agreed client aims and objectives.
- Knowledge of behaviour change and related theory and evidence (i.e COM-B, EAST) and relation to marketing strategy and tactics.
- Knowledge of how to use data to inform decisions across all phases of campaign development and delivery.
- Create and develop strategic and tactical campaign ideas and messaging.
- Ability to build target audiences and personas, including identifying motivations, barriers and audience goals, and applying appropriate strategies and tactics for each audience.
- Knowledge of the full marketing mix and measurement of campaign impact across different channels.
- Knowledge of evolving best practice in marketing.





No knowledge or experience of marketing or applying this within seat function.

Knowledge of basic principles of marketing and process to optimise functions within their seat.

Knowledge of marketing principles, some knowledge of tactics and channels that can be applied within a campaign and able to explain them internally and externally.

Understanding of marketing principles and the marketing mix. Some experience of delivering elements of marketing work across planning, research and campaign development.

Can deliver some elements of marketing work with close supervision, including basic market research, audience identification, messaging development and channel and tactics identification. Can create creative briefs for different disciplines with close supervision.



Can deliver all elements of marketing work with some supervision, including elements of a strategy and approaches to measurement. Understands and utilises behaviour change psychology in development of work. Can create briefs for different disciplines with some supervision.

Can create and deliver basic campaign strategies and associated elements with some supervision and subject matter expertise, working in line with behaviour change psychology theory. Can create briefs with light supervision and brief colleagues. Knowledge of latest trends and emerging practice informs approach.

Can create and deliver more complex multi-channel campaign strategies and associated elements that achieve clients' needs, with some supervision and subject matter expertise, working in line with behaviour change theory. Can lead a campaign team and assign deliverables with some supervision. Knowledge of latest trends and emerging practice is incorporated into work.

Can create and deliver all types of campaigns and associated elements informed by a range of data, and underpinned by behaviour change psychology, with light supervision, that achieve client's needs. Can lead a small marketing team, providing coaching to members of staff. Knowledge of latest trends and emerging practice and how they could be incorporated into agency work broadly.

Able to lead, create and deliver all types of multi-channel campaigns, working with autonomy and meeting and exceeding client's needs. Can lead a multi-disciplinary marketing team, providing coaching and mentoring. Applies latest trends and emerging practice to agency work, driving innovation and providing thought leadership for the company.

A full explanation of the bar level that we require for each of the Brightsparks Worlds is contained in the seat specification section of this document. This is how we will assess capability for the seat.

GWC and the worlds also makes up a fundamental part of how we measure performance and plan progression for employees as part of our Personal Development planning PDP processes.

Bid Administrator - Seat Specification

Experience and skills - The Brightsparks Worlds Bar

The Brightsparks System of Worlds is a tool to describe the key knowledge areas, disciplines and skills required at Brightsparks. It is a universal tool that is used to set the minimum bar required for every seat in the business. Each seat type has the required score from 1 (no knowledge required) to 10 (subject matter expert) at a different level for each of the worlds, in line with the requirements and level of their seat. This means that although all seats have a score for all words, they are not expected to attain a high mark in every one.

Priority Worlds - Bid Administrator

For this seat, these are the worlds that are considered particularly crucial to being fully able to occupy the seat. The staff member should be able to demonstrate the level of skill and experience outlined below in order to effectively deliver the requirements..

Problem Solving and Innovation - 5

Has managed some elements and deliverables within a project and used some project management tools and systems to achieve this at a basic level in line with BSA approach with close supervision.

Commerciality - 4

Familiar with processes relating to presenting, pricing and budget monitoring, as well as some of BSA's financial tools and internal processes for contracting.

Project Management - 6

Has managed some elements and deliverables within a project and used some project management tools and systems to achieve this at a basic level in line with BSA approach with close supervision.

Critical Thought - 5

Can review different types of data sources, and complete basic analysis and findings report, also drawing out some themes and recommendations, with some supervision. Can contribute to solutions development as part of a team. Able to contribute to single-issue discussions among multiple parties with preparation

Strategic Portfolio Management - 5

Able to review a portfolio and map out deliverables and resource required, with close supervision.

Other Worlds

The remaining worlds also have a required scoring, but are not considered as business-critical in considering someone's fit for the seat as the priority worlds. These can be considered as areas where achieving the score is desirable, but allowances can be made for development once in the seat.

Creative - 3

Understands process of developing creative work in different mediums in response to briefs / client needs, and can describe different elements to others.

Advocacy - 3

Can advocate on tasks and responsibilities across briefs and within internal meetings. Able to describe the company accurately and our mission, vision and values when asked. With supervision and oversight. Is able to identify and escalate actions and behaviours from stakeholder that are not in line with our company values.

Account Management - 4; Marketing - 3; Research - 3; Digital - 2; Consultancy - 3; Customer Service - 4; Recruitment - 2; People Development 1; Business Governance and Process - 4

Basic knowledge of these worlds is sufficient for the purposes of this role.

Seat Functions:

1. Bid Coordination & File Management

- Maintain bid schedules, response trackers, submission checklists, and filing systems.
- Ensure timely population and naming of folders, templates, and document versions.
- Download, upload and manage documents across portals such as EU Supply, Proactis, YORtender, or Contracts Finder.
- Support Framework and DPS administration to ensure compliance.

2. Foundational Content Preparation

- Populate first-draft responses using existing bid libraries, templates, and model answers.
- Conduct copy-paste and format consistency checks across full proposal responses.
- Support referencing, appendices management, and document page numbering and structure.

3. Proofing & Submission Support

- Proofread written content for basic grammar, layout, and compliance with tender instructions.
- Support upload and compliance checks in final submission stages, including page limits, font rules, and required attachments.

4. Knowledge Library & CRM Maintenance

- Support management of the Brightsparks bid library, logging final responses, feedback, commissioner data, and results.
- Upload new content, update metadata, and ensure tagging for future re-use and learning.
- Support coordination of CRM records for commissioner contacts and tender history.

5. Horizon Scanning & Opportunity Tracking

- Monitor tender portals and subscription services to identify relevant opportunities aligned to Brightsparks' service areas.
- Log new opportunities in the internal tracker with key deadlines, client requirements, and key metadata tags for review.
- Alert the Bid Writer and Business Development team to new opportunities in a timely and accurate manner, ensuring nothing is missed in pipeline planning.
- Support pipeline calendar updates and weekly planning processes by maintaining visibility of live and upcoming opportunities.

Seat KPIs and measures of success:

- Bid schedules, trackers, and folders are created and maintained by internal deadlines.
- Supporting bid leaders to ensure consistent compliance with submission requirements, including formatting, attachments, and file naming conventions.
- Tender folders are correctly structured, labelled, and archived
- Submitted bid content is added to the internal bid library post-submission, with correct tagging and commissioner details.
- Templated or library-based content sections are prepared accurately when requested by the bid writing team.
- New relevant opportunities identified from tender portals are logged and shared with the team at the earliest opportunity.

Minimum experience required:

- At least 1 year of experience in an administrative or support role within a business development, project delivery, marketing or operations team.
- Experience using Google Workspace and/or Microsoft Office, particularly Docs, Sheets, and Drive organisation.
- Familiarity with procurement platforms or structured filing systems is advantageous.

Hours:

Brightsparks operates a typical 35 hour (FTE) working week for full-time staff. However, the post holder may be required to work additional hours upon request if required to fulfil the requirements of the seat. Additional hours worked will not incur additional payment. However, any hours worked over the 35 hour working week shall incur time off in lieu in line with Brightsparks flexible working policy.

Salary Range:

£23,000 - £29,000 (depending on experience).

Contract:

Permanent, full-time (open to discussion with successful candidate on hours)

Location:

Hybrid working with requirement to work from York City Centre Office as well as home. For full time posts we operate 3 days per week in the office and 2 days that can be worked from home if so desired.

Reporting to:

Director of Business Development

Further Details

This seat specification is correct as at the date it is advertised. However, Brightsparks has the right to alter the seat specification at any time, in line with the demands and needs of the business.

Whilst this seat specification sets out the broad responsibilities of the seat, this is not intended to be an exhaustive list of responsibilities and the seat holder may be required to deliver any other responsibilities requested in line with the demands and needs of the business.



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