



Goodheart-Willcox

POSITION DESCRIPTION

POSITION: Sales Contract and Proposal Manager
REPORTS TO: National Sales Director
DIRECT REPORTS: Contract and Proposal Assistant & Per Diems
POSITION STATUS: Exempt
EFFECTIVE DATE: July 2024

SCOPE

The scope of this position is to help drive revenue and profitability by managing, organizing, and accurately executing responses to bid requests, product proposals, sales contracts, and agreements for state, district, government, and private industry instructional material requisitions.

ESSENTIAL FUNCTIONS:

- Manage, plan, schedule, and execute the end-to-end processes in response to instructional materials bids including opportunity sizing, evaluation process, project management, proposal writing, messaging, compliance, review, and delivery.
- Organize cross-functional teams to execute deliverables to meet requisition requirements.
- Draft, review and revise sales contracts and agreements in partnership with cross-functional leaders.
- Utilize the Responsive proposal platform to maximize consistency of instructional material submissions, minimize duplicative efforts, and shorten response time.
- Communicate effectively with state and local instructional material directors, coordinators, and purchasing/contract managers.
- Attend relevant State Board of Education meetings and reviewer sessions, in person or virtually, to ensure understanding of processes and successful submission of materials.
- Share critical information relevant to product submissions such as proposal responses, evaluation rubrics, correlation documents, and insight to inform Sales and Marketing strategies.
- Track and maintain all awarded sales and adoption contracts, contract pricing, and associated expenses in a server repository and/or ERP/CRM system.
- Communicate feedback, updates, and changes in current and future instructional materials review processes with cross-functional stakeholders to improve planning for subsequent submissions.
- Proactively seek out qualified bid and proposal opportunities through outside procurement systems to generate new business.
- Maintain the Department Handbook that defines processes and procedures related to state instructional materials reviews, RFPs, and sales contracts.
- Manage and coach direct reports who support the processes and procedures for state instructional materials review, RFPs, and sales contracts.
- Manage the Sales Correlation Team project work in partnership with the Sales Director.
- Other duties as assigned within the scope of this position.

TRAVEL REQUIREMENTS

Travel is required as needed to attend State Board of Education meetings or adoption presentations. Usually less than 5 trips per year. The average trip will last between 2 to 3 days.

BASIC REQUIREMENTS

- Bachelor degree in Business, Marketing, Communications, or Management required.
- 5 years of contract and bid management experience required.
- Sales or Marketing experience with state instructional material adoptions may be considered in lieu of contract or bid experience.

PREFERRED REQUIREMENTS

- 6+ years of contract and bid management experience preferred.
- Experience working with state instructional material adoptions preferred.

OTHER REQUIREMENTS

- Must possess strong verbal and written communication skills.
- Highly organized and detail oriented.
- Effective proposal presentation skills.
- Proven analytical person and creative thinker
- Must be proficient in Microsoft Office including Teams, SharePoint, Excel, and Word, including desktop publishing skills necessary for preparing proposals.
- Must be proficient in Adobe Acrobat Pro for the preparation of proposals and bid documents for professional presentation submissions.
- Must be proficient in the use of proposal management platforms like Responsive to manage and track end-to-end RFP preparation and performance metrics.
- Must be proficient in the use of common online bid platforms such as Lonwave, Bonfire, BidNet, DemandStar, and others.
- Must conduct training sessions, deliver reports or speeches, and attend meetings throughout the Company's building, and off-site, if necessary.

PHYSICAL REQUIREMENTS

- Lifting and Carrying: Raising and/or moving objects between 1-60 pounds for a minimum of 60 minutes on occasion when preparing for trade shows, conferences or adoption showcase/presentations.
- Repetitive motion: Substantial movements of the wrists, hands and/or fingers for sustained periods of time, for a minimum of 4 hours throughout an 8-hour workday.
- Sitting: Particularly for sustained periods of time. Must be able to sit for up to 4 consecutive hours throughout an 8-hour workday or in a car/airplane for extended periods of time while traveling.
- Standing: Up to 8-12 hours per day on occasion, when attending a trade show, conferences or making presentations.
- Visual Requirement: Must view high-resolution computer monitor for up to 4 consecutive hours at a time during an 8-hour workday.
- Communication Requirement: Must communicate effectively in person, by phone, e-mail or virtual meeting software with coworkers, customers, and outside vendors.