



2012 UK Salary Survey

Presented by

Bid Solutions

The leading global provider of bid & proposal professionals

Aims



- Provide accurate salary data by analysing roles and responsibilities
- Report on significant changes since 2008 survey
- Assess job satisfaction
- Increase participation (427 in 2008, 801 in 2012).
- Encourage APMP Membership and Accreditation
- Provide a bespoke report relating to role, location, industry, and experience

Key Findings – All Roles



Unless otherwise stated, all salaries are an average basic (excluding bonus / car etc.)

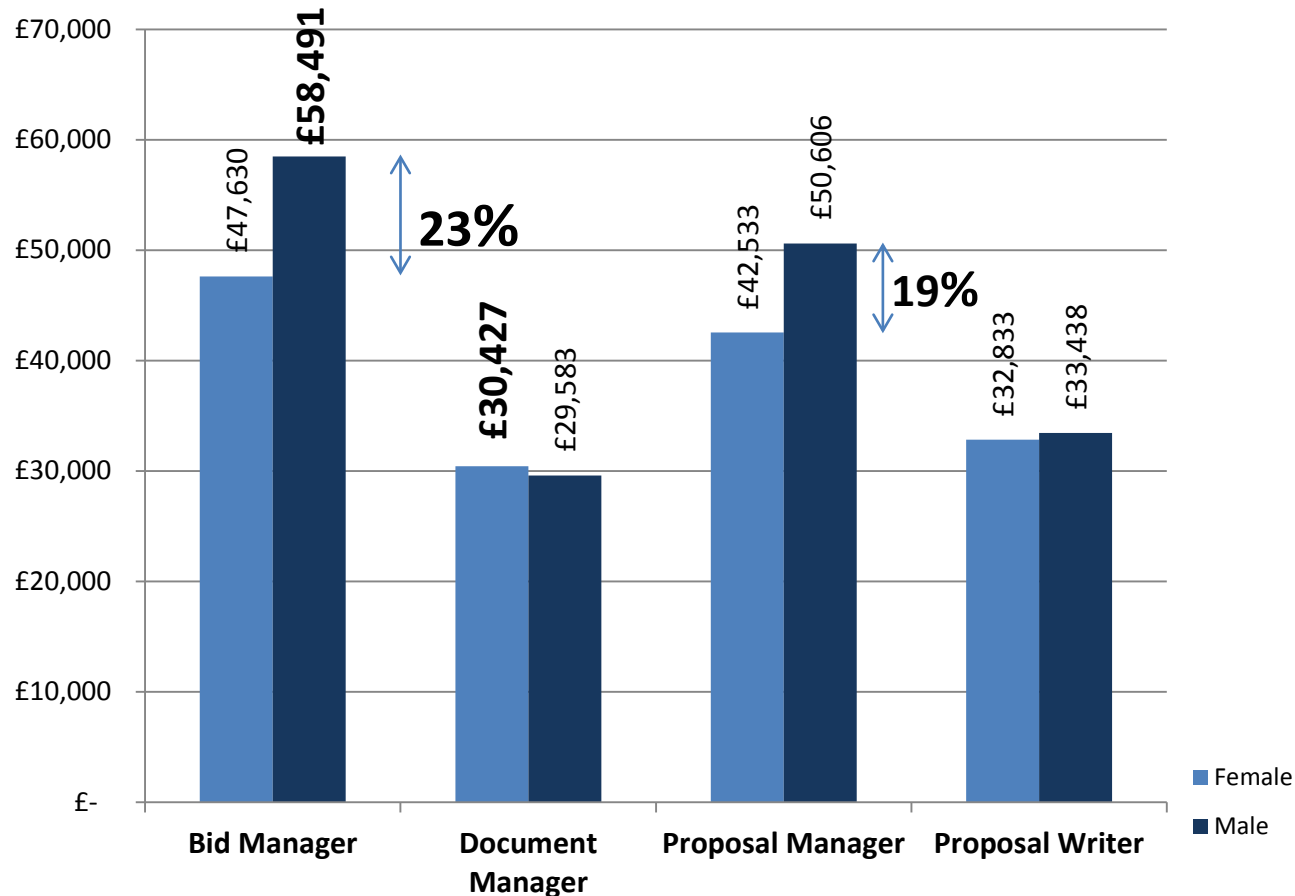
- **Average Woman's Salary: £41333** (3.7% increase from 2008)
- **Average Man's Salary: £53142** (1.5% increase from 2008)
- **Gender Gap:** Men earn 28.6% more than women
- **After Inflation (CPI):** Tracking inflation men should be earning £58757 (down 9.5% in real terms), and women £44718 (down 7.6%)
- **Average Age:** Men: 42, Women: 37
- **Location:** Highest Avg Base Salary - Greater London (£55833), Lowest - South Wales (£35417).
- **Working Patterns:** 1 in 5 worked late every night or at weekends
- **Development:** 43% had no personal development plan (unchanged from 2008)
- **Status:** 86% permanently employed, 11% Consultants / Temp, 3% unemployed

Key Findings



- **Remuneration**
 - **Highest: Heads of Bid Management - £74615**
 - **Lowest: Junior Proposal Writers - £22955**
 - Senior Bid Managers - £54698
 - Senior Proposal Managers - £49671
 - Experienced Bid Managers - £54729
 - Experienced Proposal Managers - £46285
 - Junior Bid Managers - £35833
 - Junior Proposal Managers - £25000
- **Different Job Titles: 214 recorded** (2008:189)
- **Education:** 64% had Bachelor's Degree or higher, **92% A Levels** or higher
- **APMP Awareness:** 40% not aware of APMP Accreditation or felt it wasn't applicable, **32% achieved** foundation accreditation or higher
- **Work-life Balance:** 94% (2008: 87%) preferred **work-life balance** over financial reward

Analysis by Gender & Role



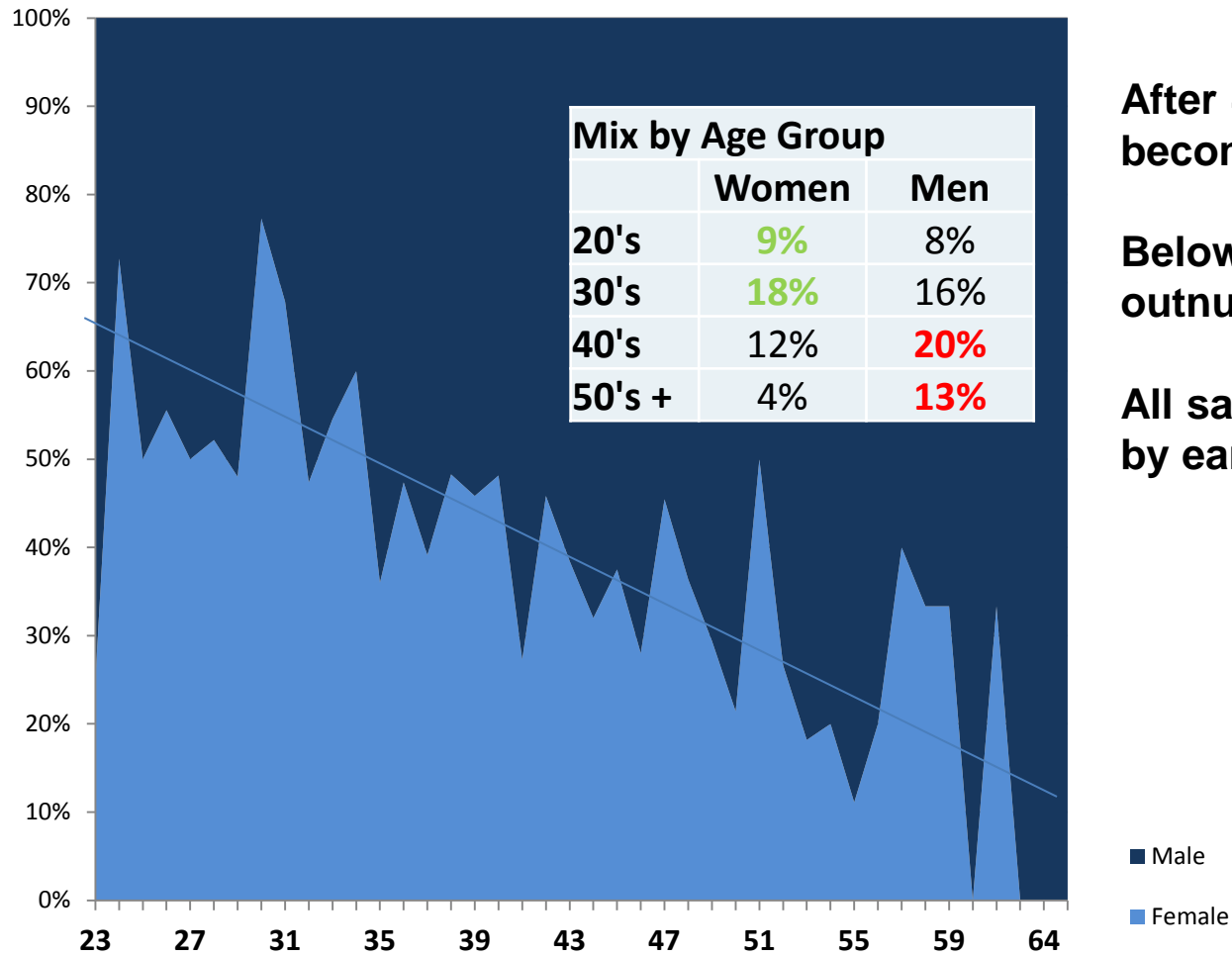
Male dominated industry - 3:2

Average Male Bid Managers earn £11000 (23%) more than women

Average Male Proposal Managers earns £8000 (19%) more

Significant Imbalances
Head of Bid / Proposal & Senior Bid Managers – up to 90% Male

Workforce Mix by Age



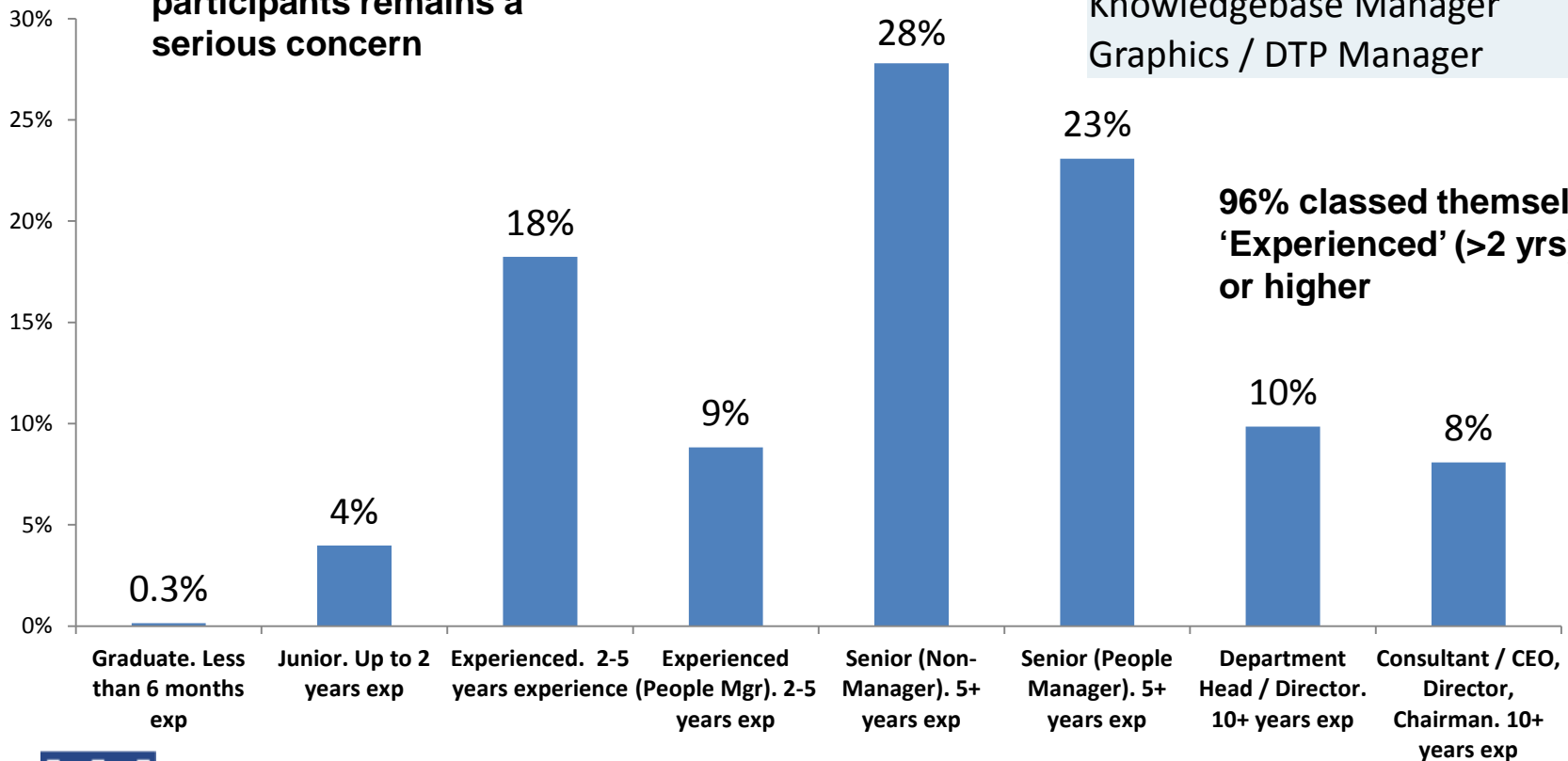
After 40, the industry becomes male dominated

Below 39, women outnumber men

All salary averages affected by earlier industry exit

Career Level

Lack of 'Graduates' (0.3%) and 'Junior' (4%) participants remains a serious concern

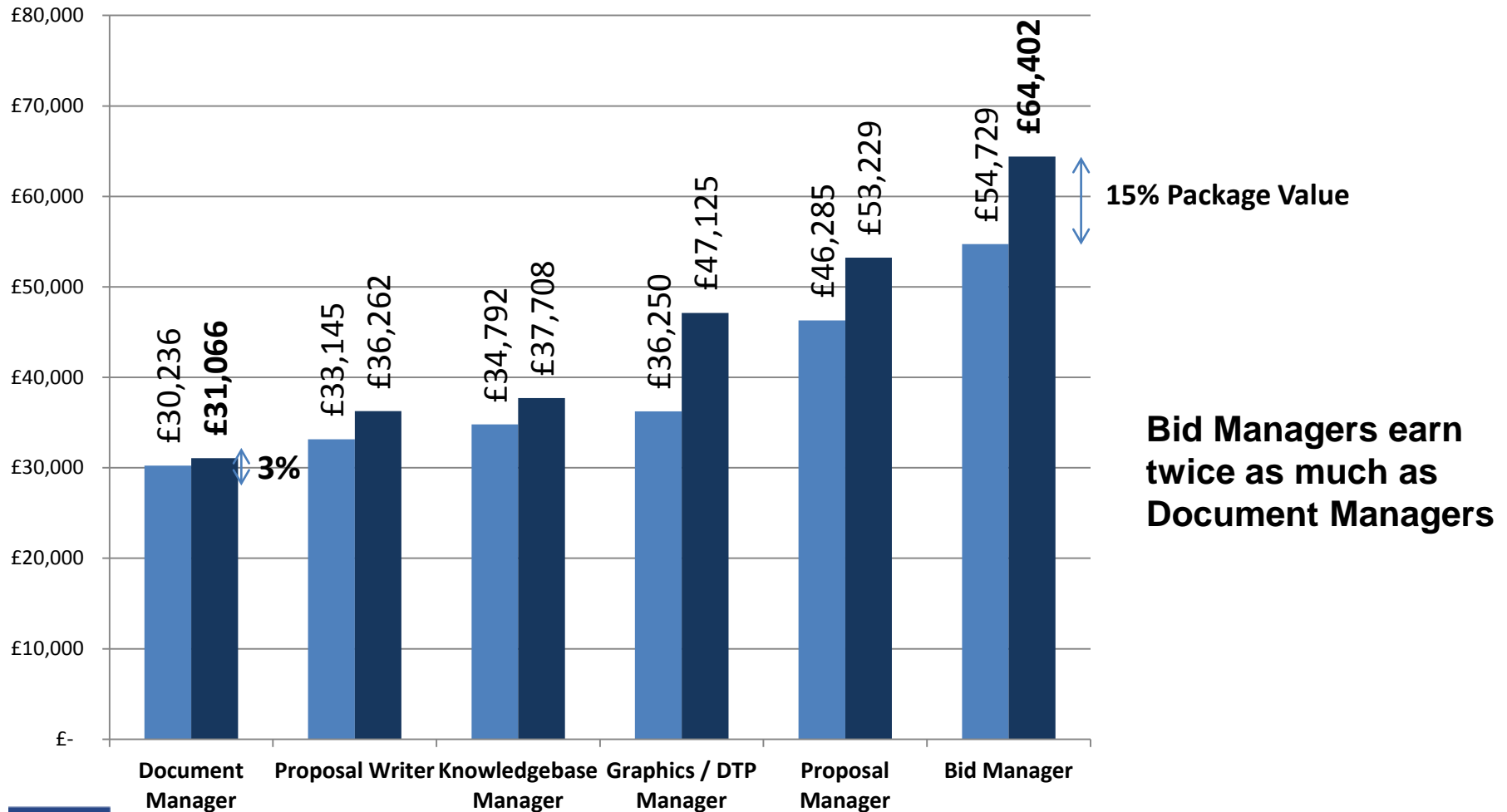


Mix of Participants

Bid Manager	55%
Proposal Manager	23%
Proposal Writer	11%
Document Manager	8%
Knowledgebase Manager	2%
Graphics / DTP Manager	1%

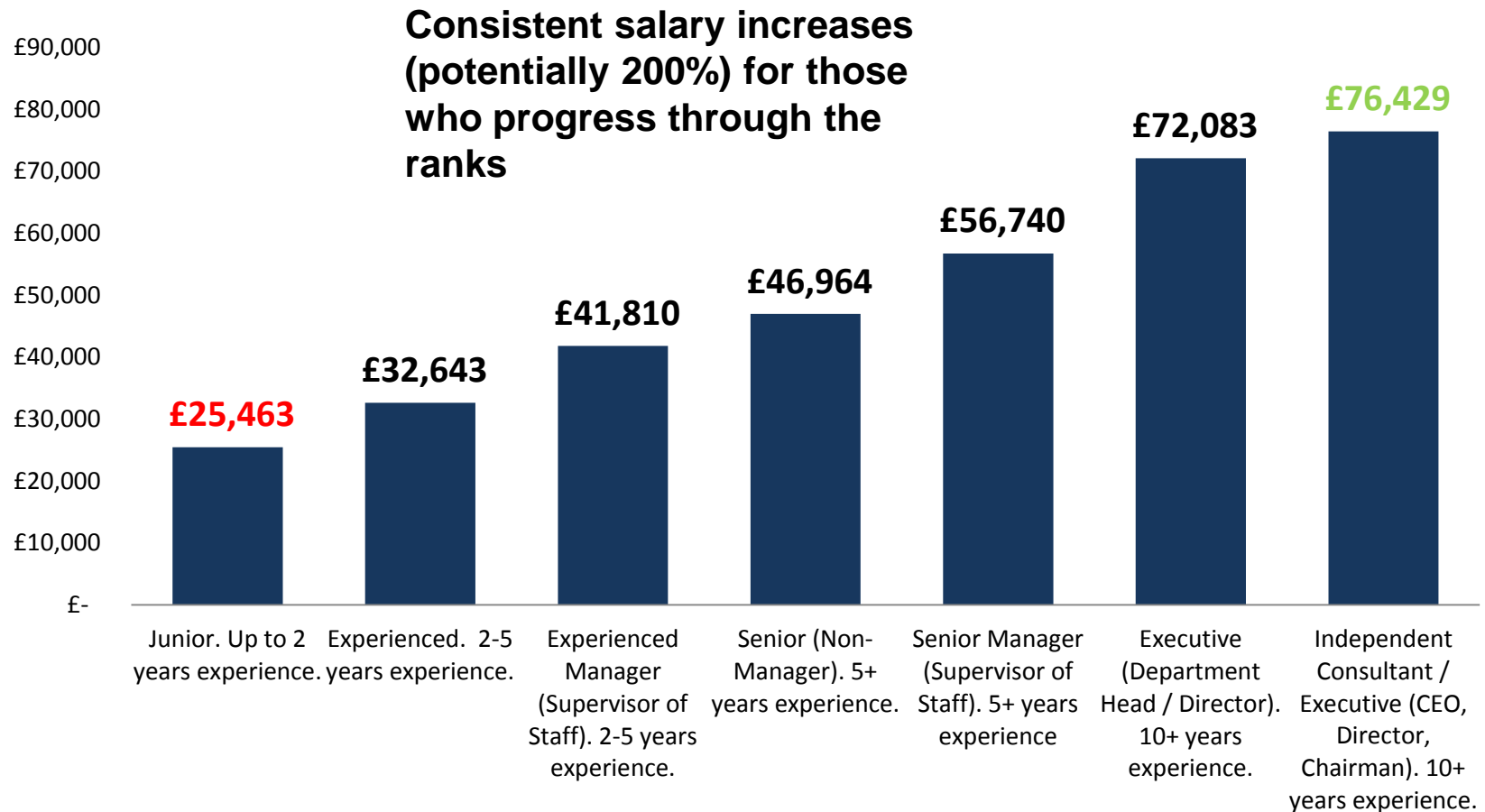
96% classed themselves as 'Experienced' (>2 yrs) or higher

Salary and Package by Role





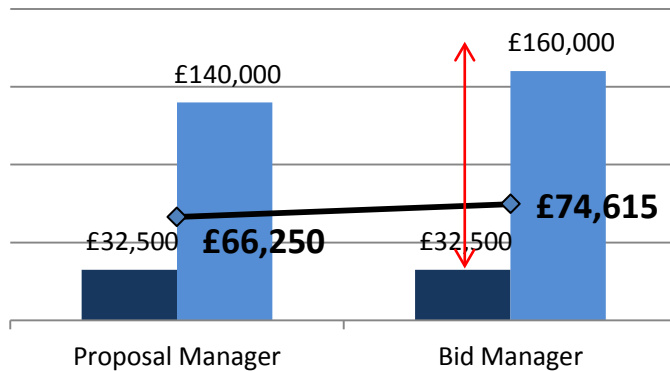
Salary by Experience



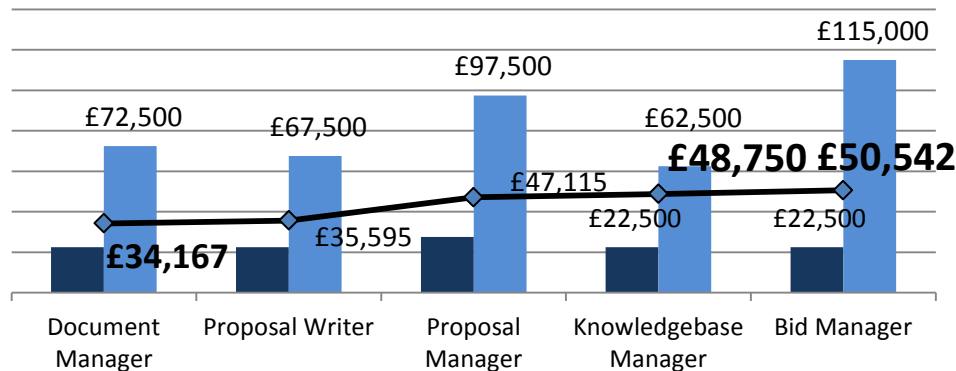


Senior Remuneration

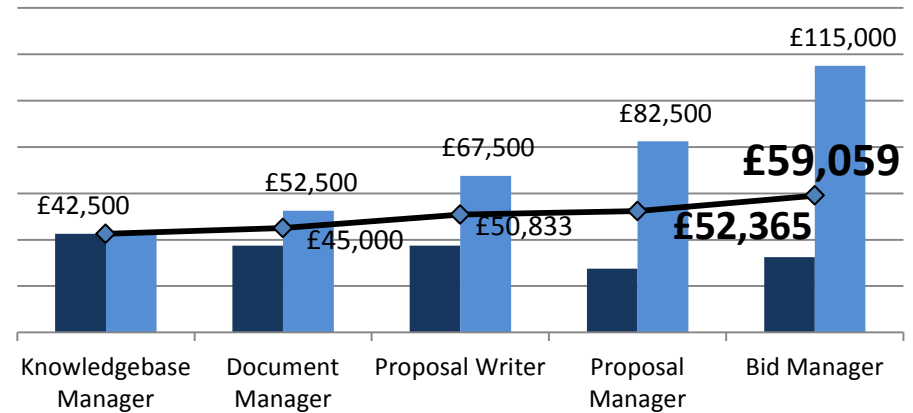
Head of Team



Senior (5+ years)

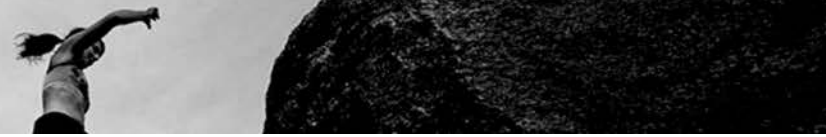


Senior Manager (5+ years)



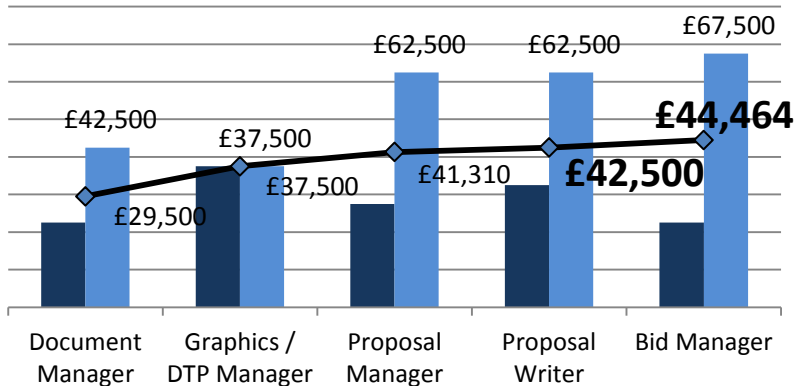
Head of Bid Management earns (on average!) 10% more than a Head of Proposal Management.

£100,000 separates the highest and lowest paid Snr Bid Mgr.

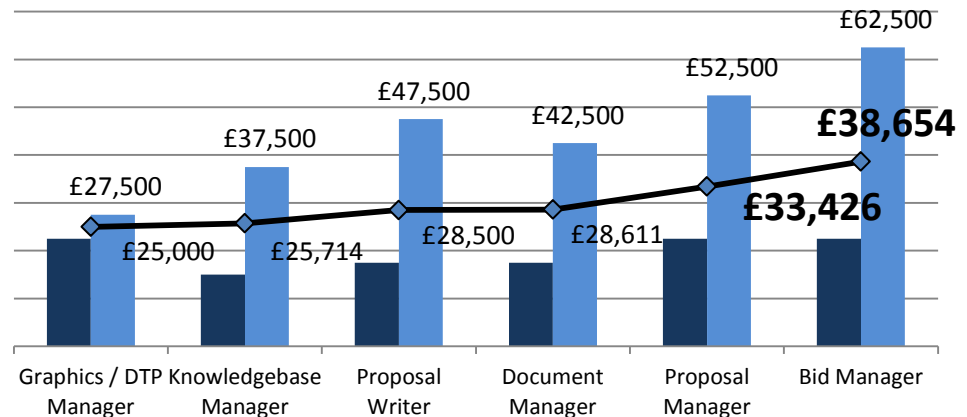


Junior / Mid-Level Remuneration

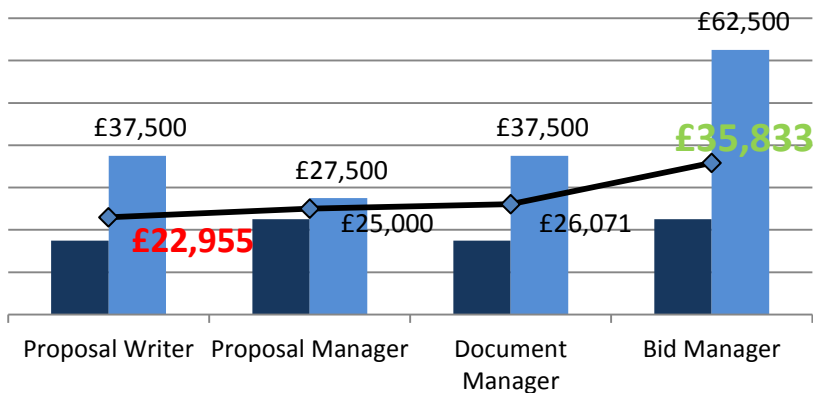
Experienced Manager (2 to 5 years exp.)



Experienced (2 to 5 years exp.)



Junior (6 months-2 years)



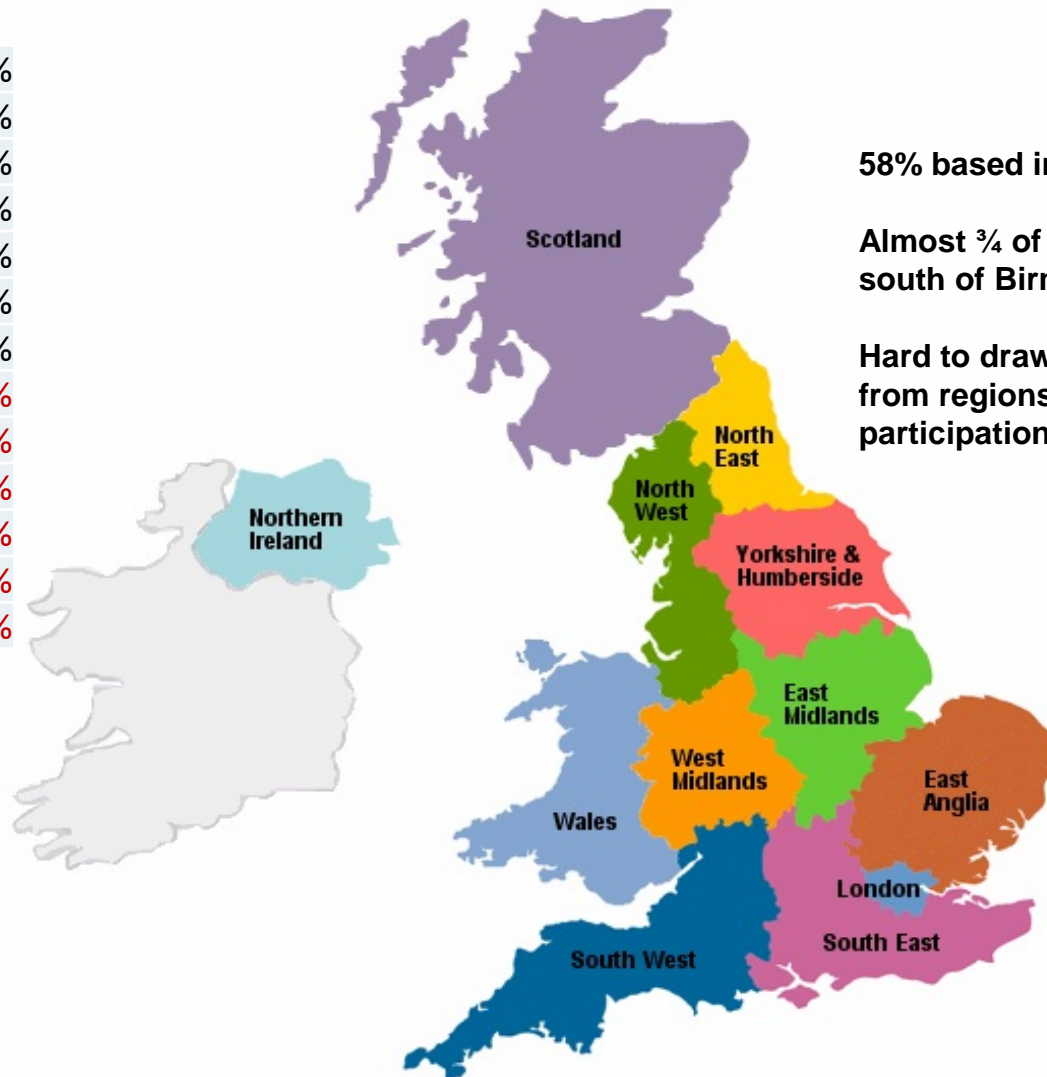
Bid Mgmt. offers well paid entry

Junior Proposal Writers lowest paid

People Managers earn significantly more (up to 45% more)

Analysis by Geography

Greater London	30.9%
South East England	26.5%
North West England	9.7%
South West England	7.5%
West Midlands	7.2%
Yorkshire	5.3%
East Midlands	5.0%
East Of England	2.5%
Southern Scotland	2.4%
North East England	1.3%
South Wales	1.0%
Northern Ireland	0.4%
Northern Scotland	0.3%

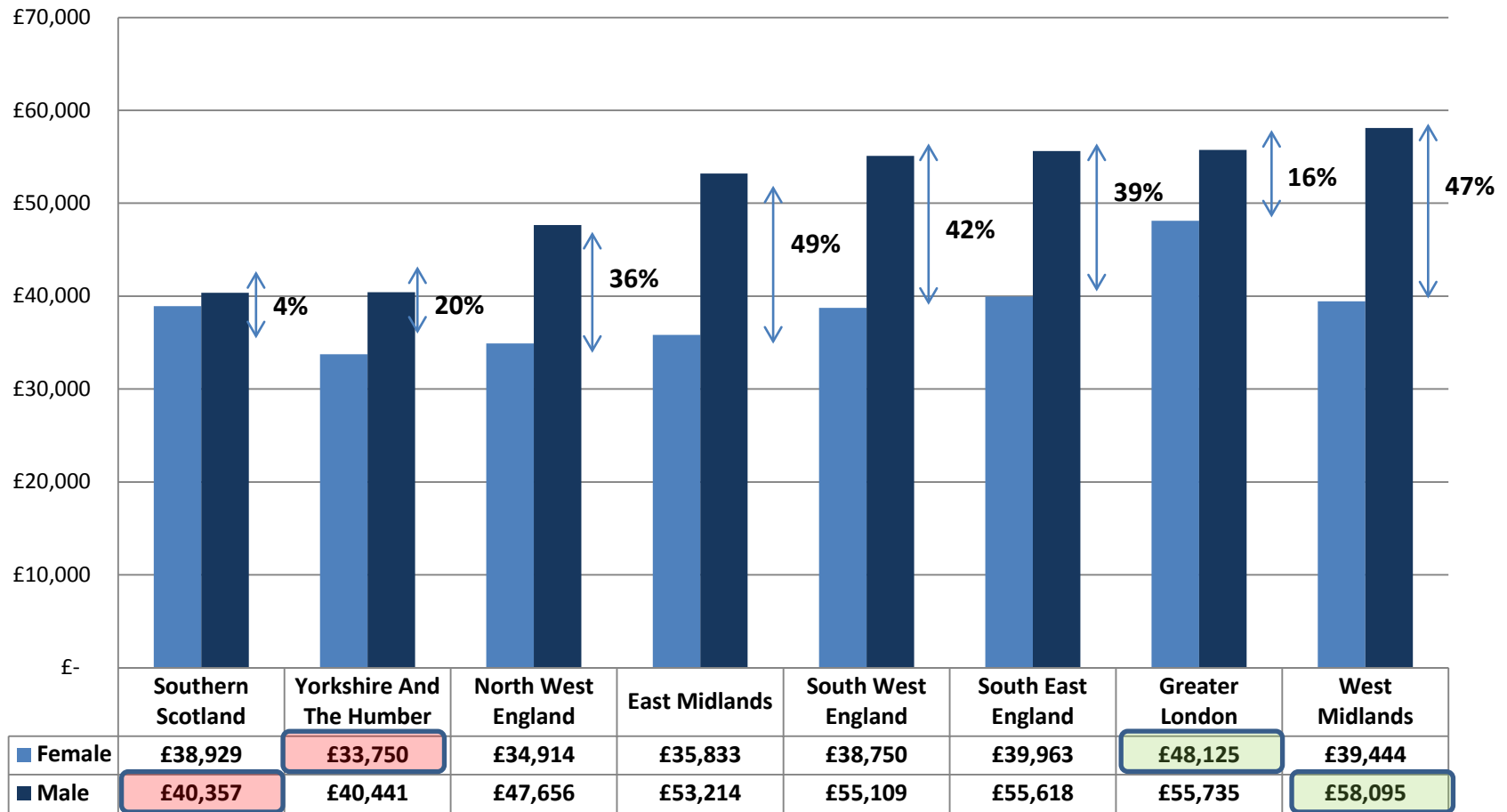


58% based in South East.

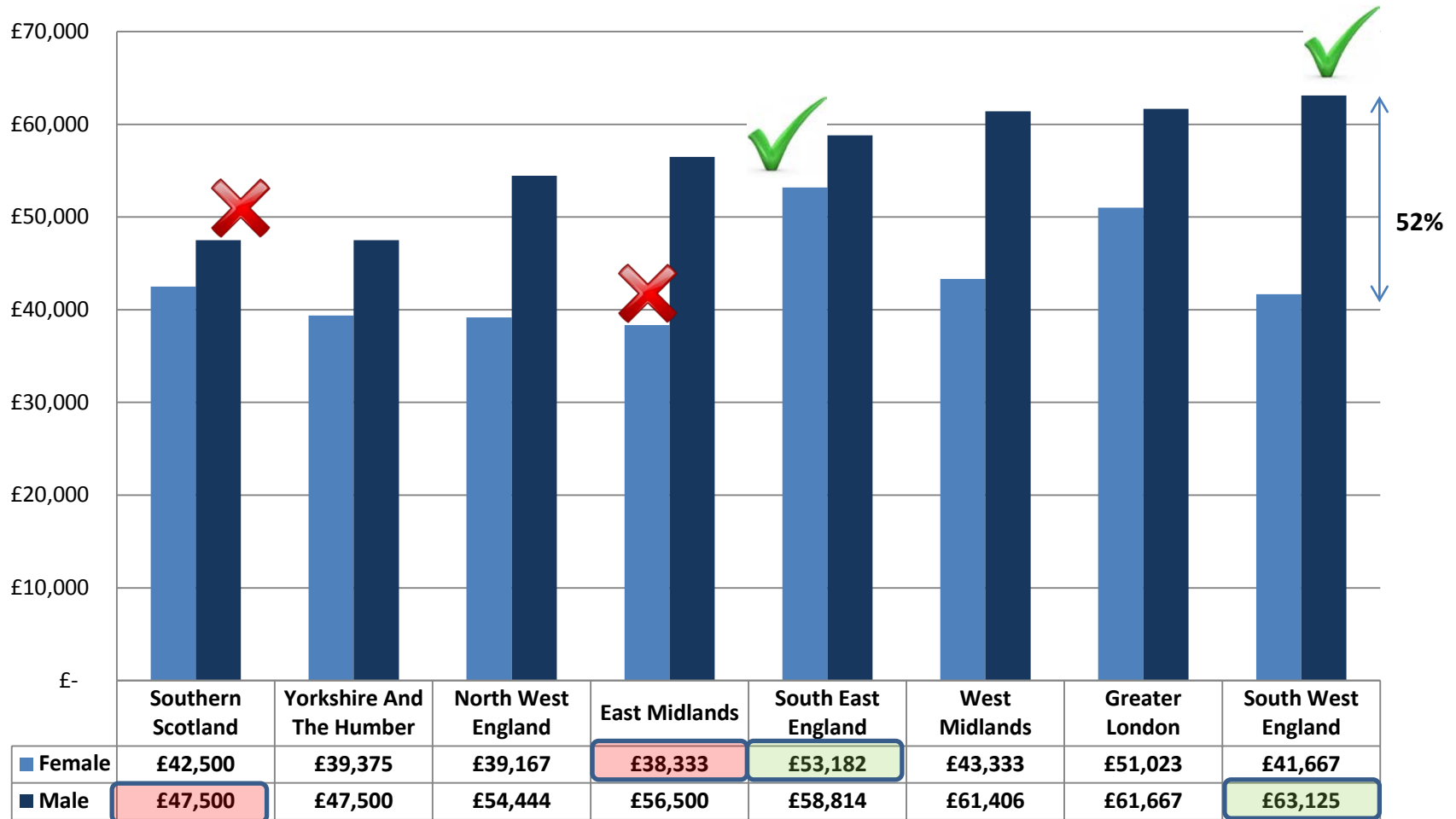
Almost $\frac{3}{4}$ of workforce south of Birmingham.

Hard to draw conclusions from regions with < 5% participation

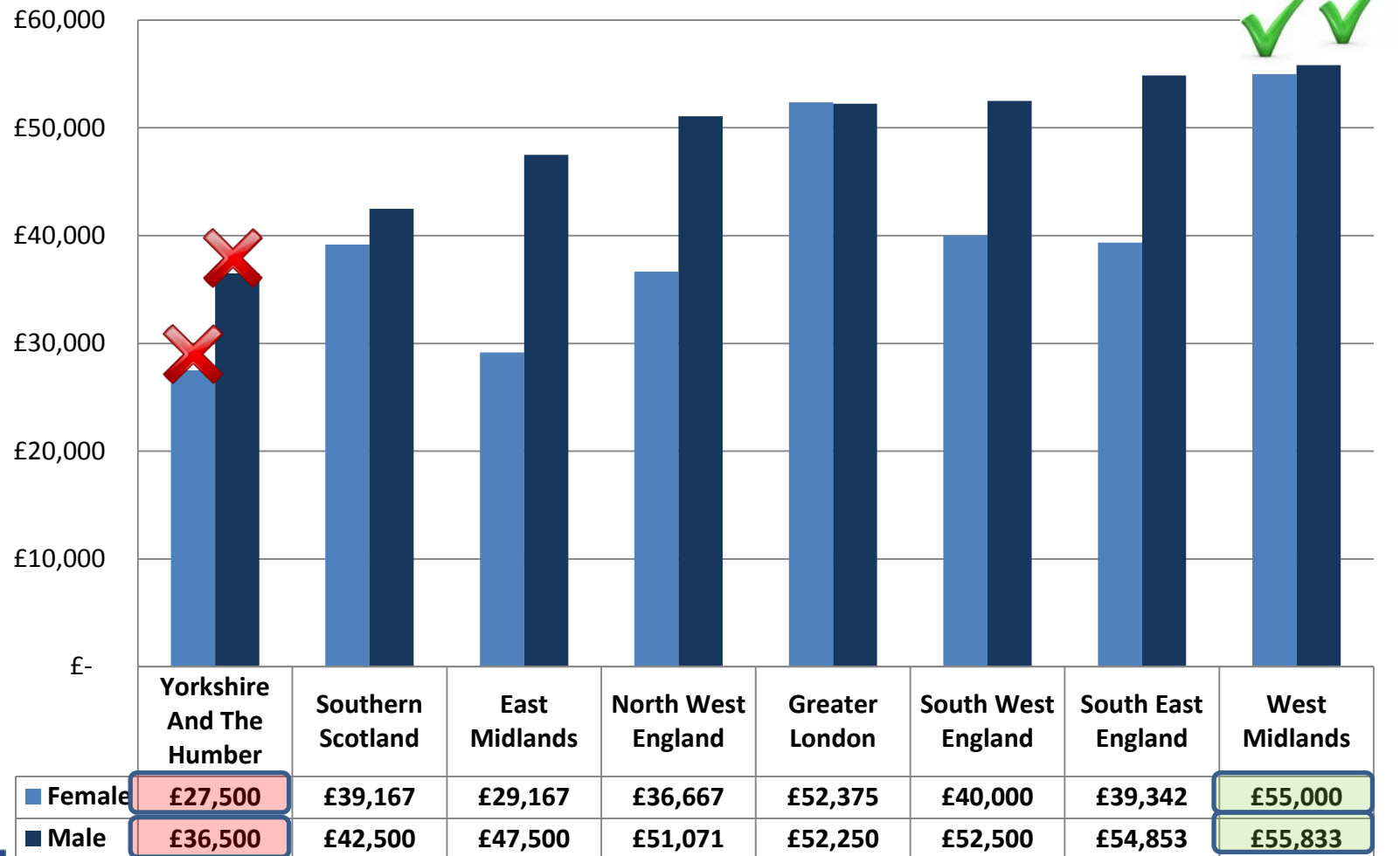
Average Salary by Location

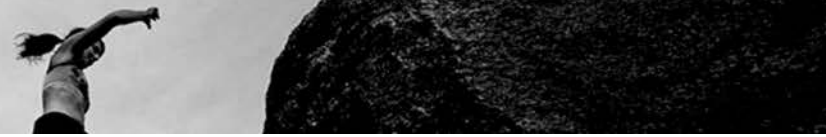


Average Bid Manager

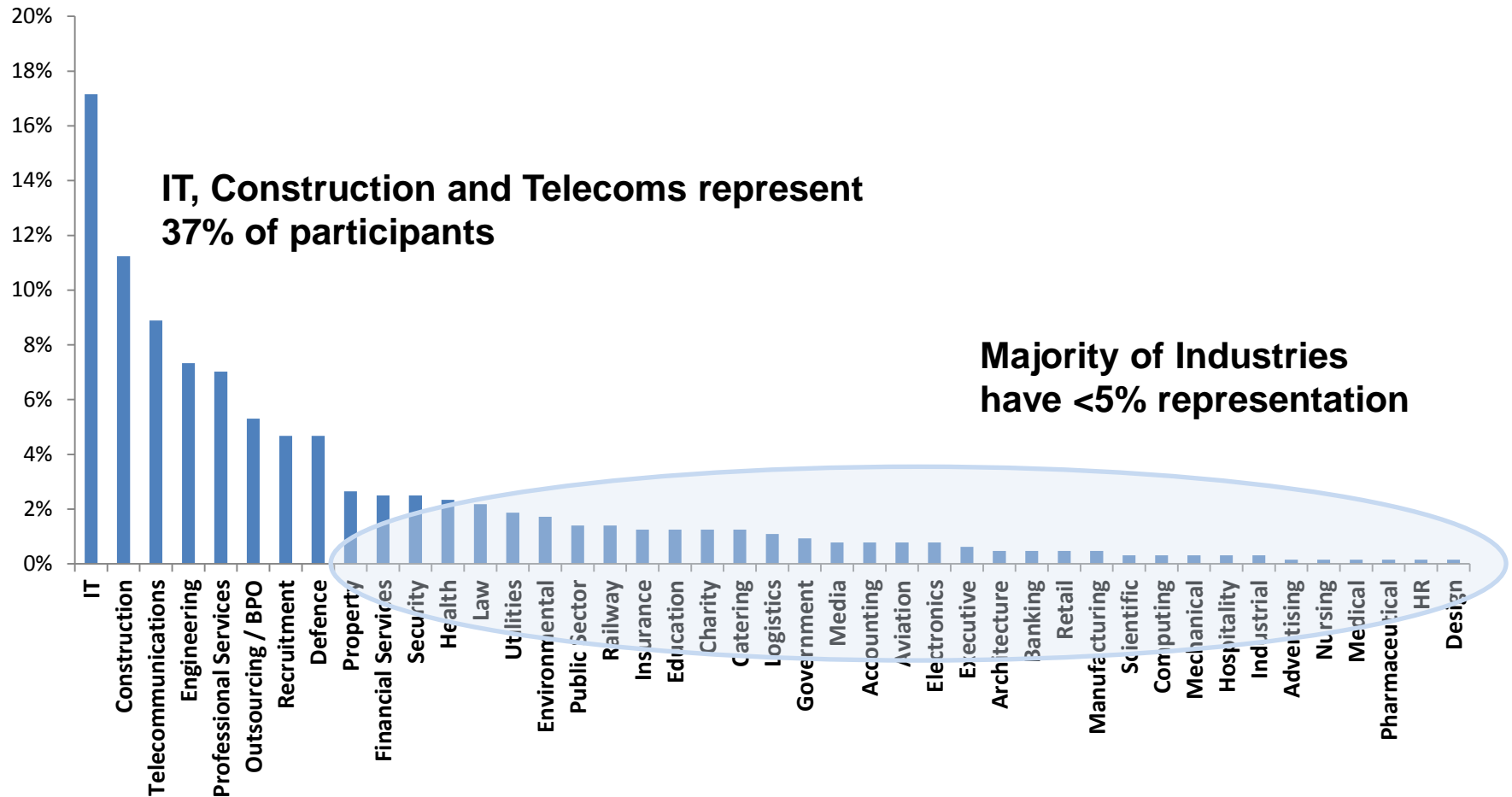


Average Proposal Manager

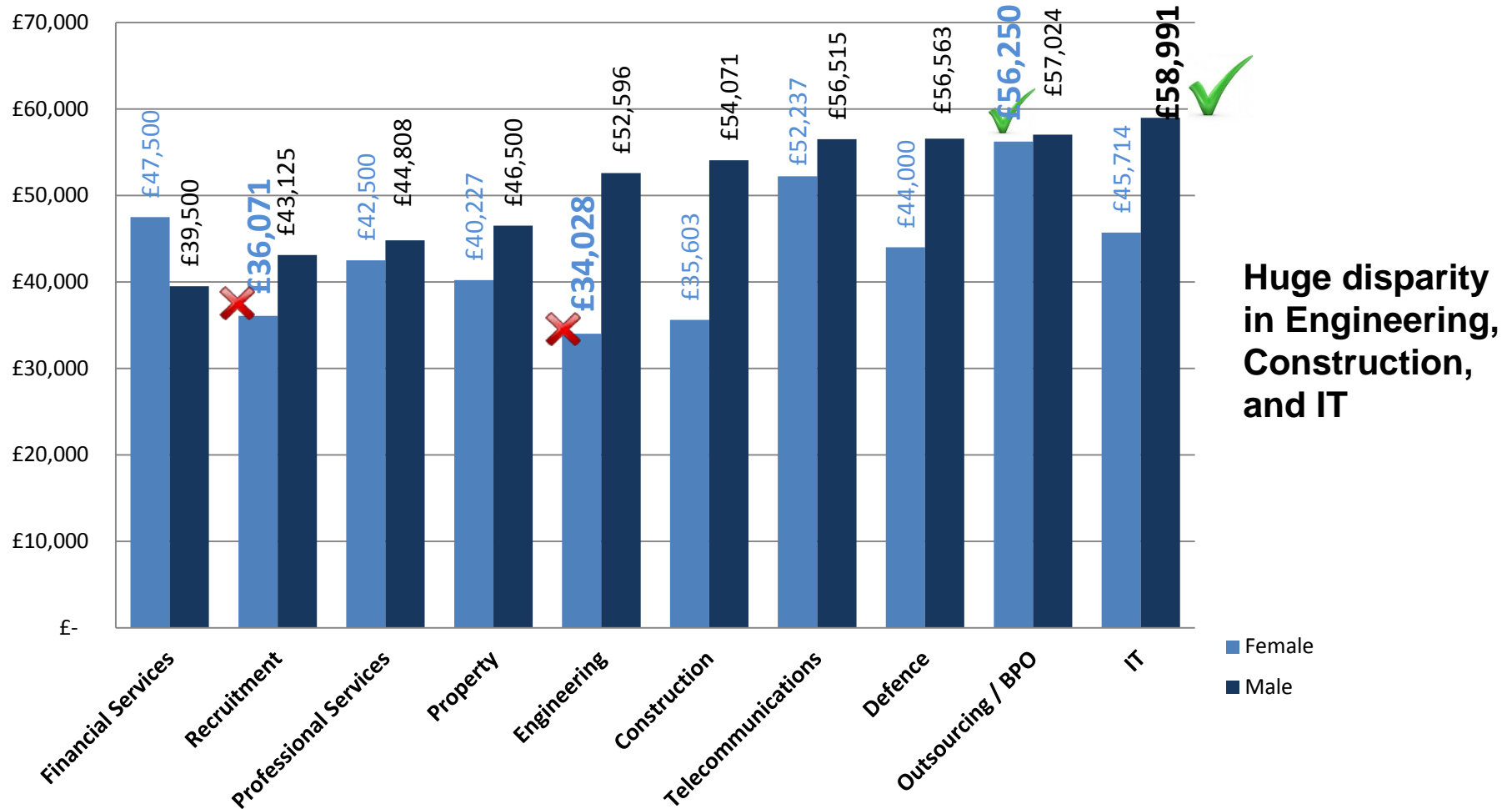




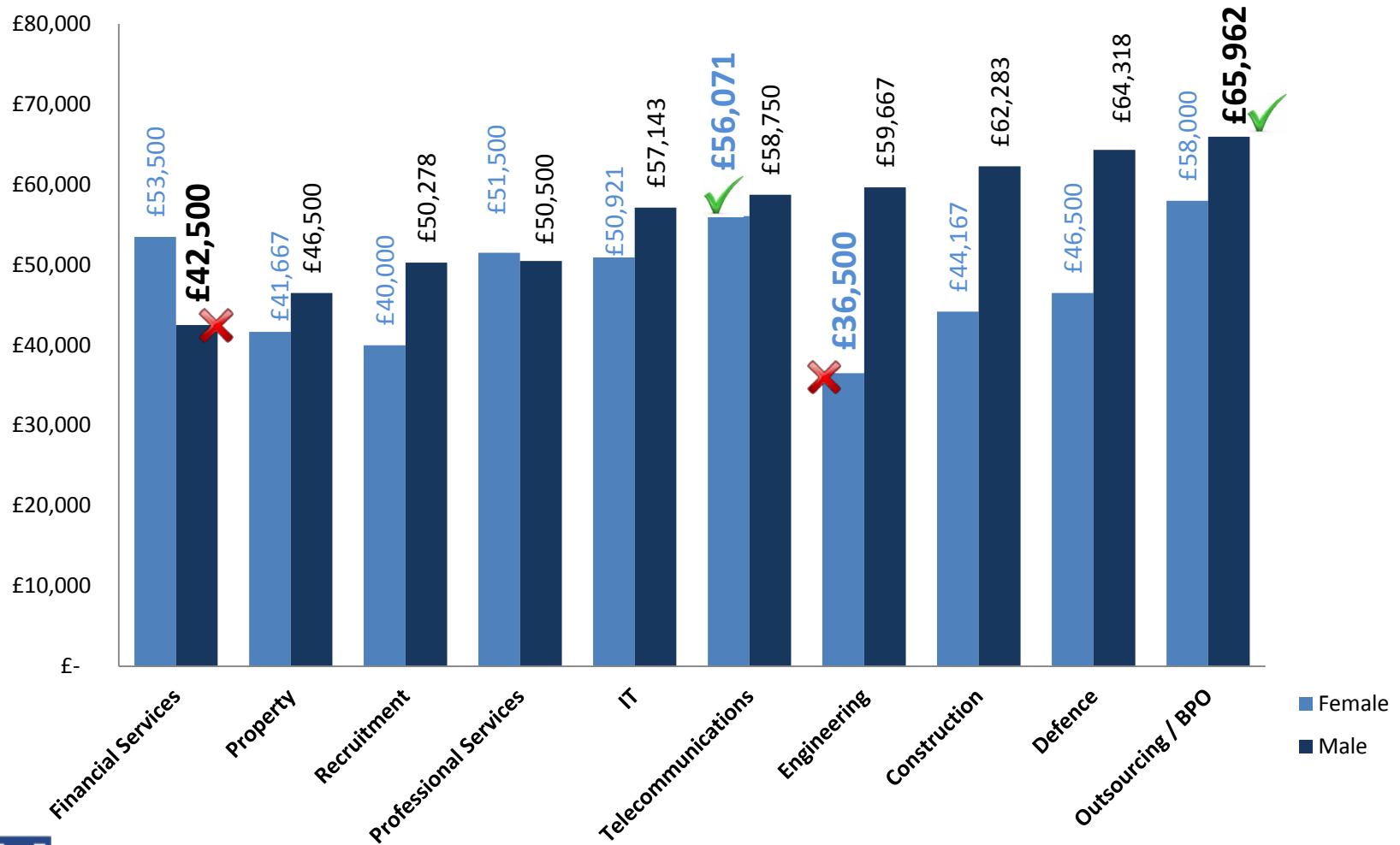
Analysis by Industry



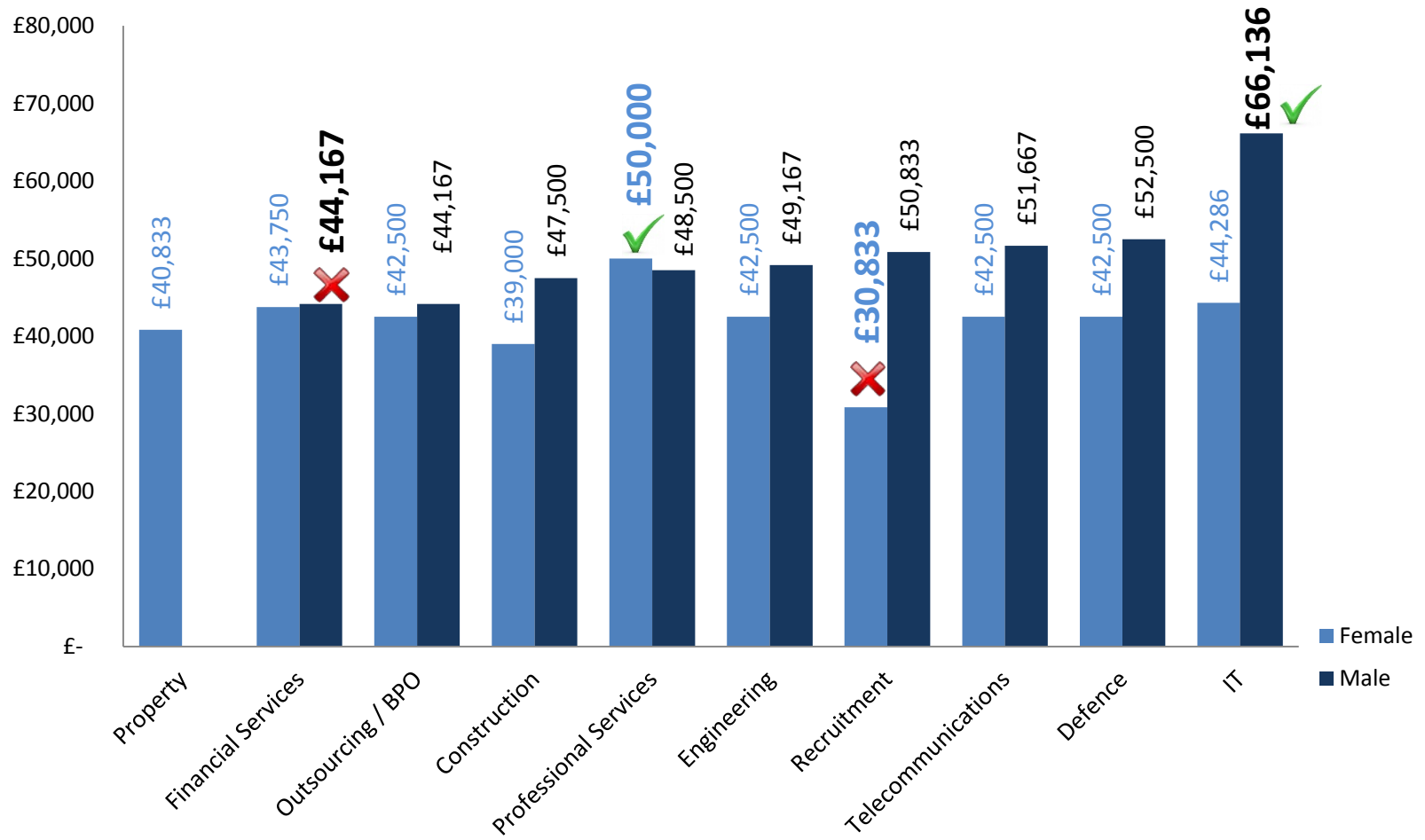
Average Base Salary by Industry



Average Bid Manager Salary

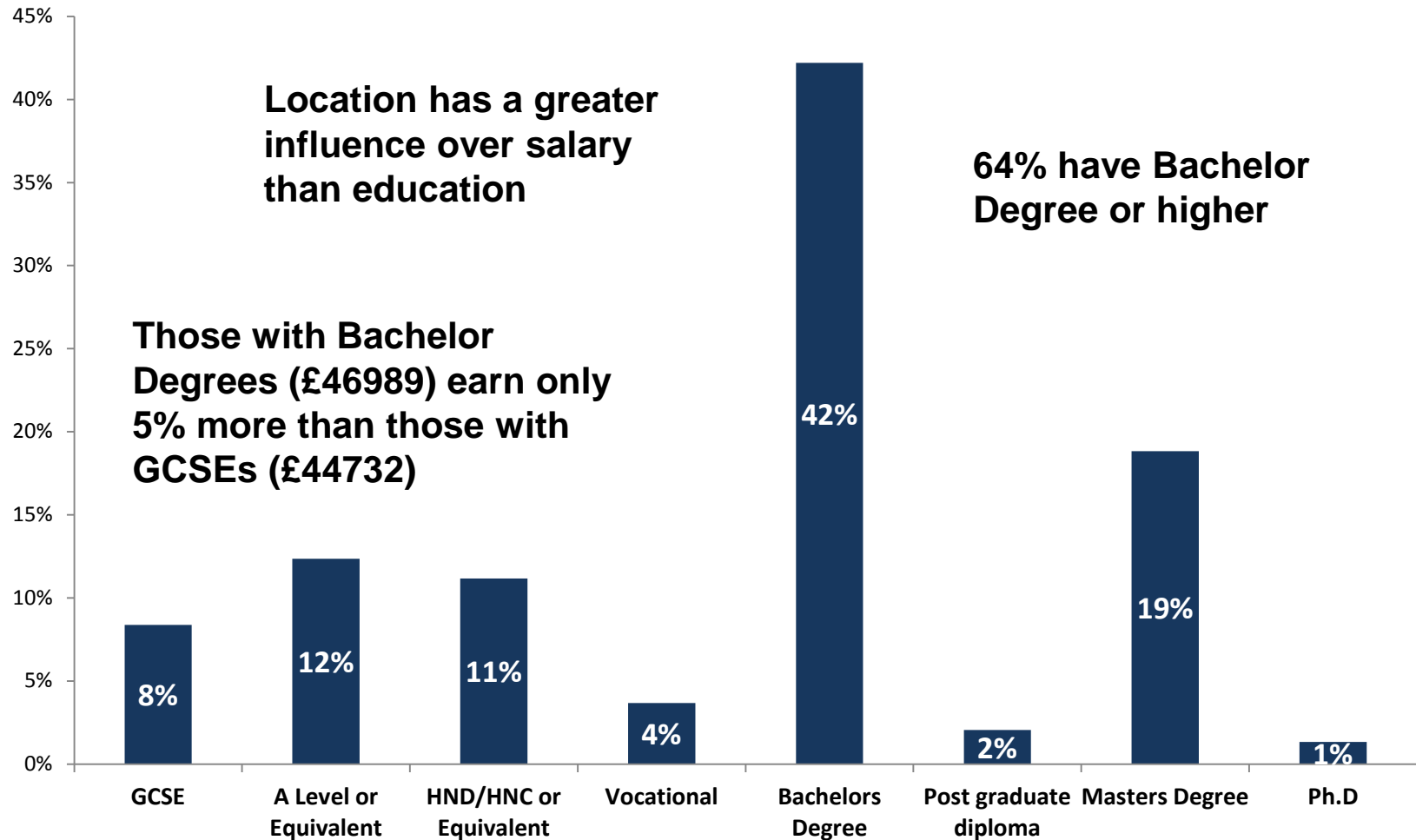


Average Proposal Manager Salary



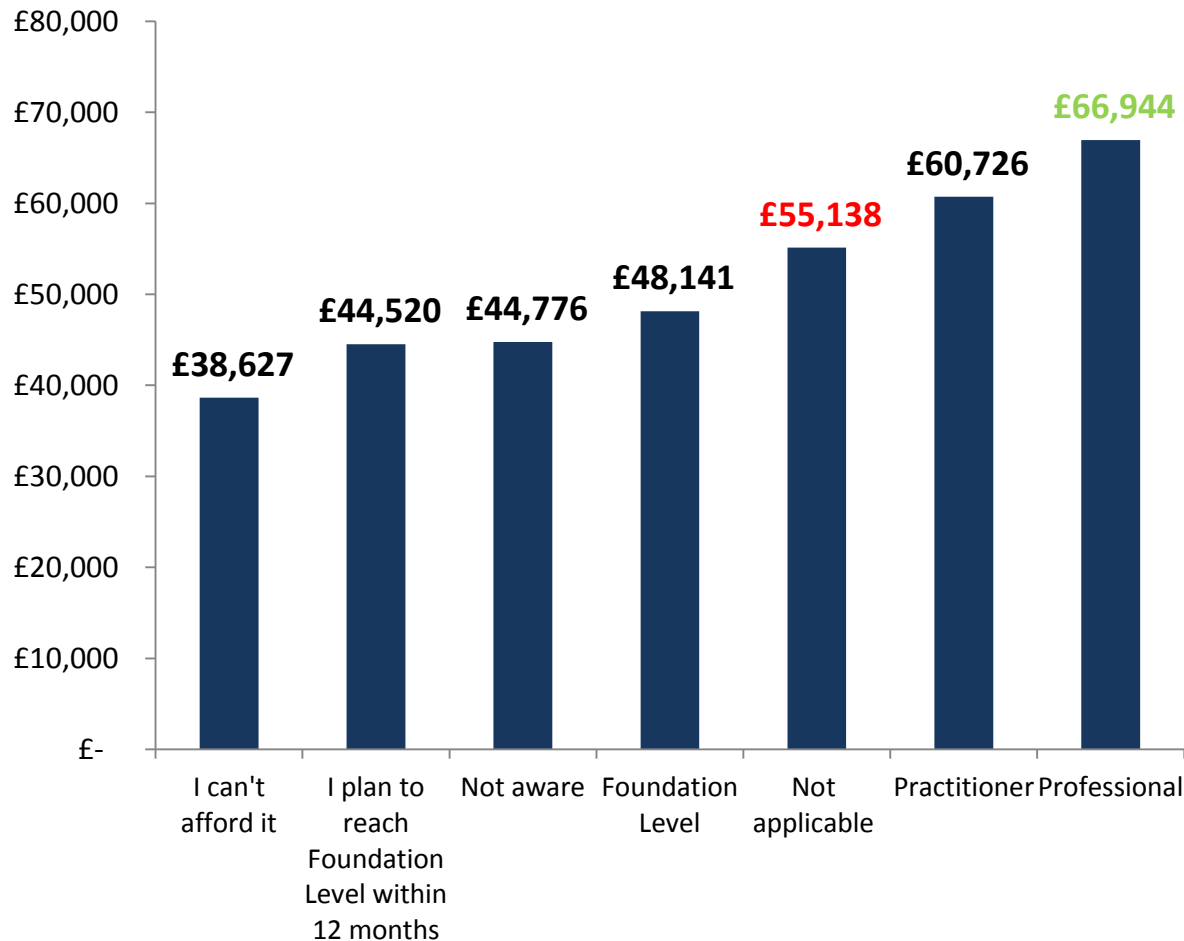


Analysis by Highest Qualifications





APMP & Basic Salary



Professionally Accredited individuals earn up to 50% more than those without Accreditation

APMP Accreditation Level	
Not aware	21.8%
Not applicable	18.7%
I can't afford it	11.8%
I plan to reach Foundation Level within 12 months	15.6%
Foundation Level	23.8%
Practitioner	5.4%
Professional	2.9%

Almost 1:3 participants had achieved Foundation Level.

41% not aware of Accreditation programme or felt it wasn't applicable.

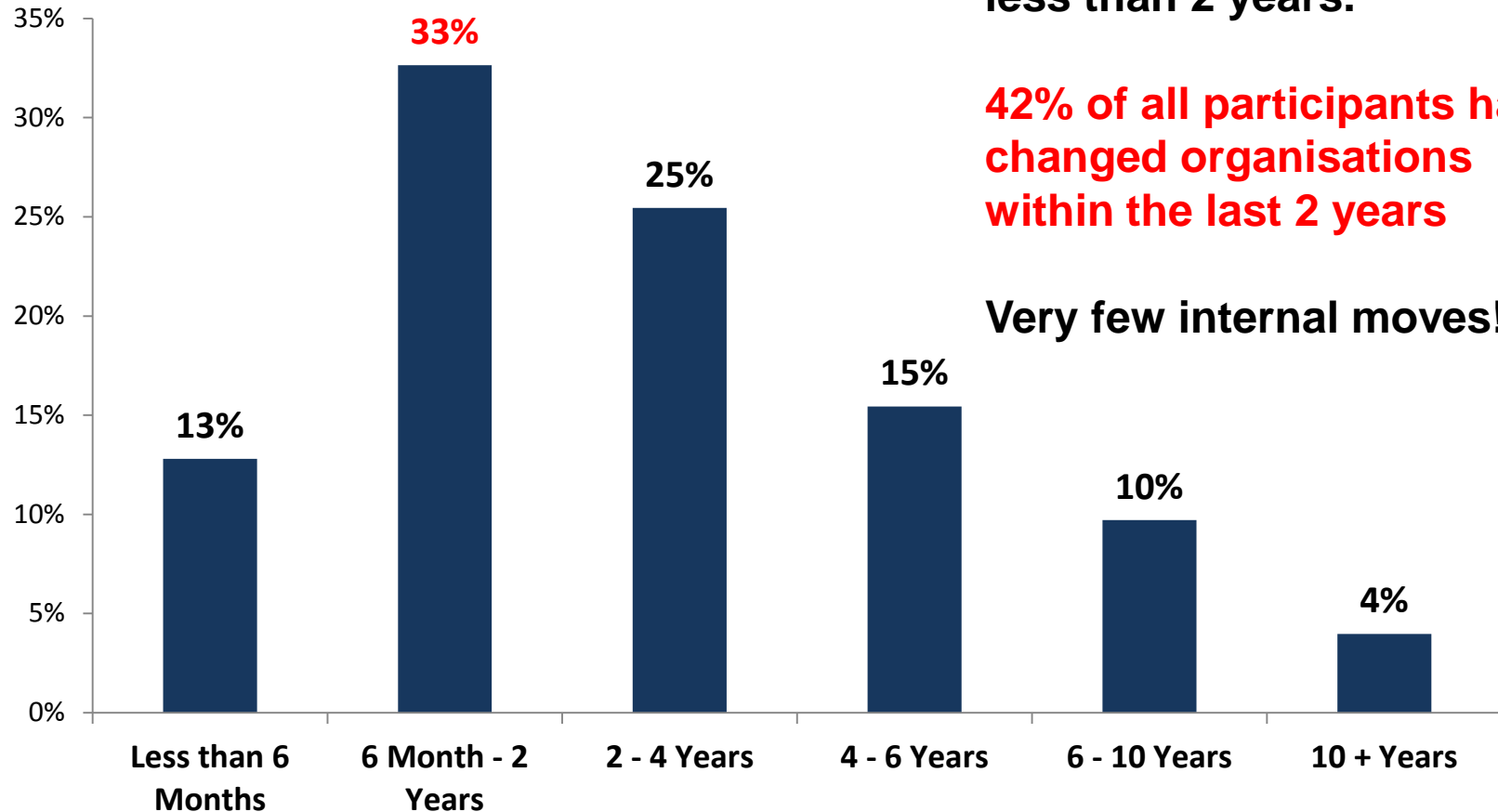


Time in Current Role

46% of participants have been in their current role for less than 2 years.

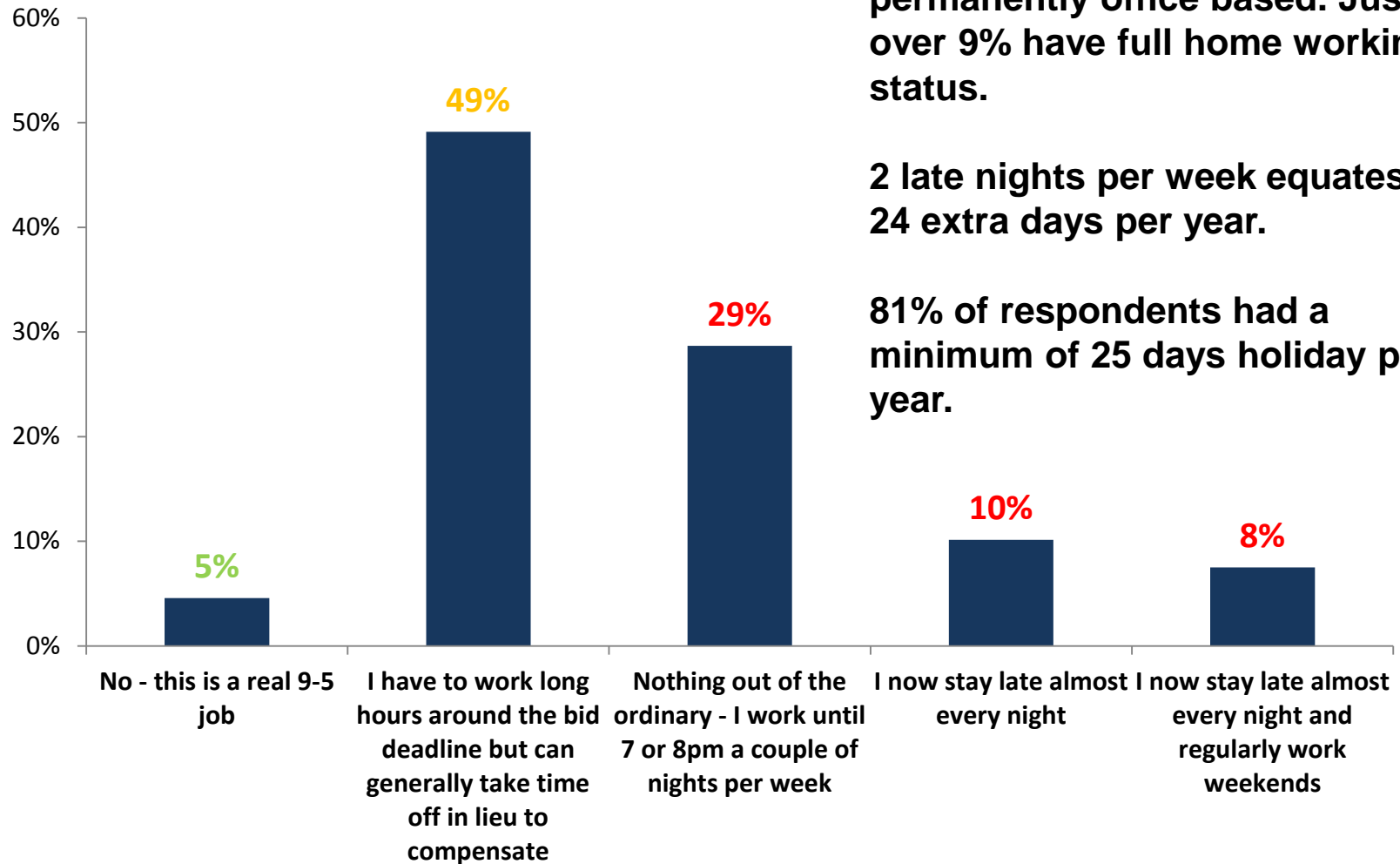
42% of all participants have changed organisations within the last 2 years

Very few internal moves!





Working Practices



46% of the workforce is permanently office based. Just over 9% have full home working status.

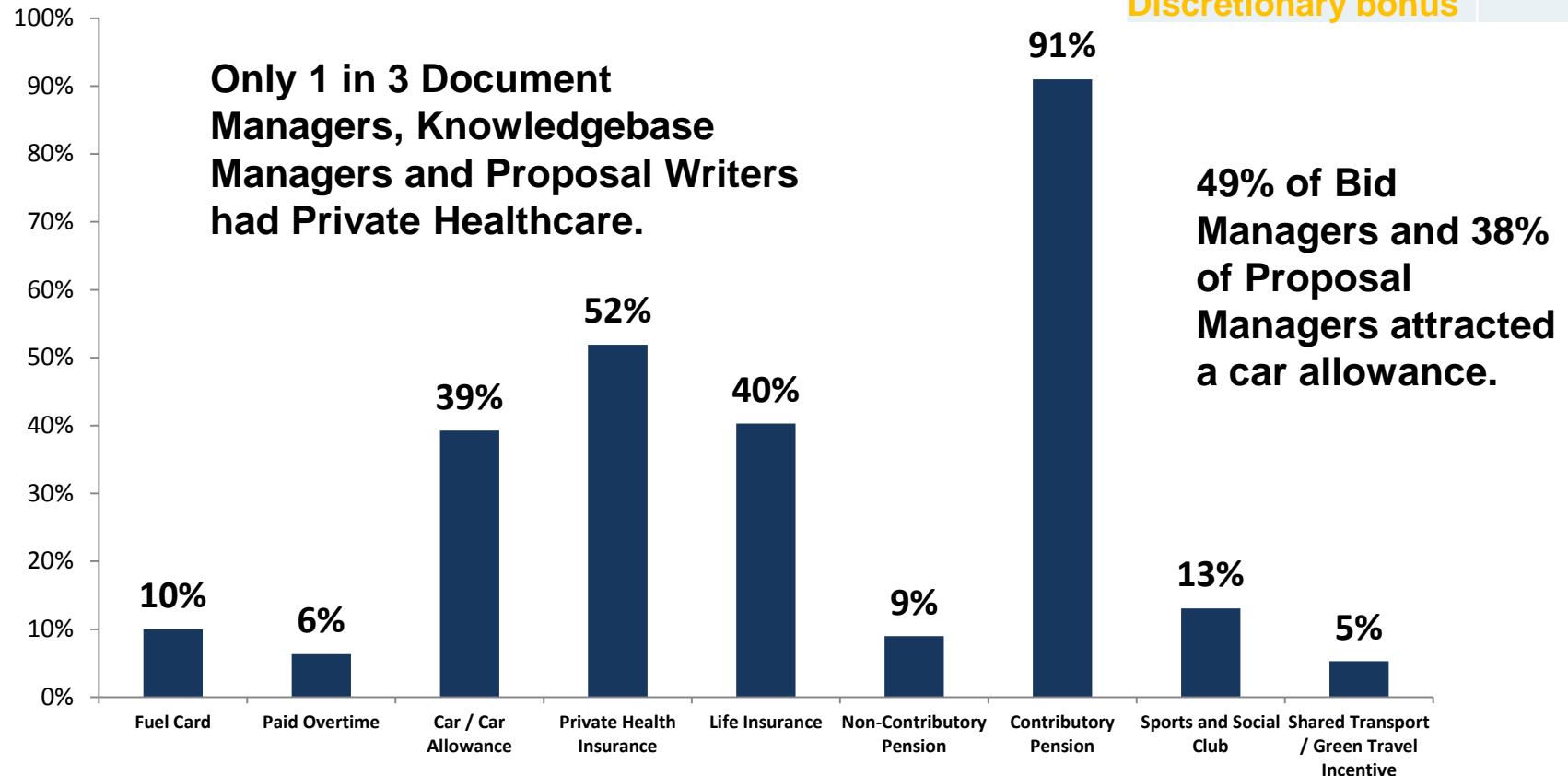
2 late nights per week equates to 24 extra days per year.

81% of respondents had a minimum of 25 days holiday per year.

Benefits - All Roles

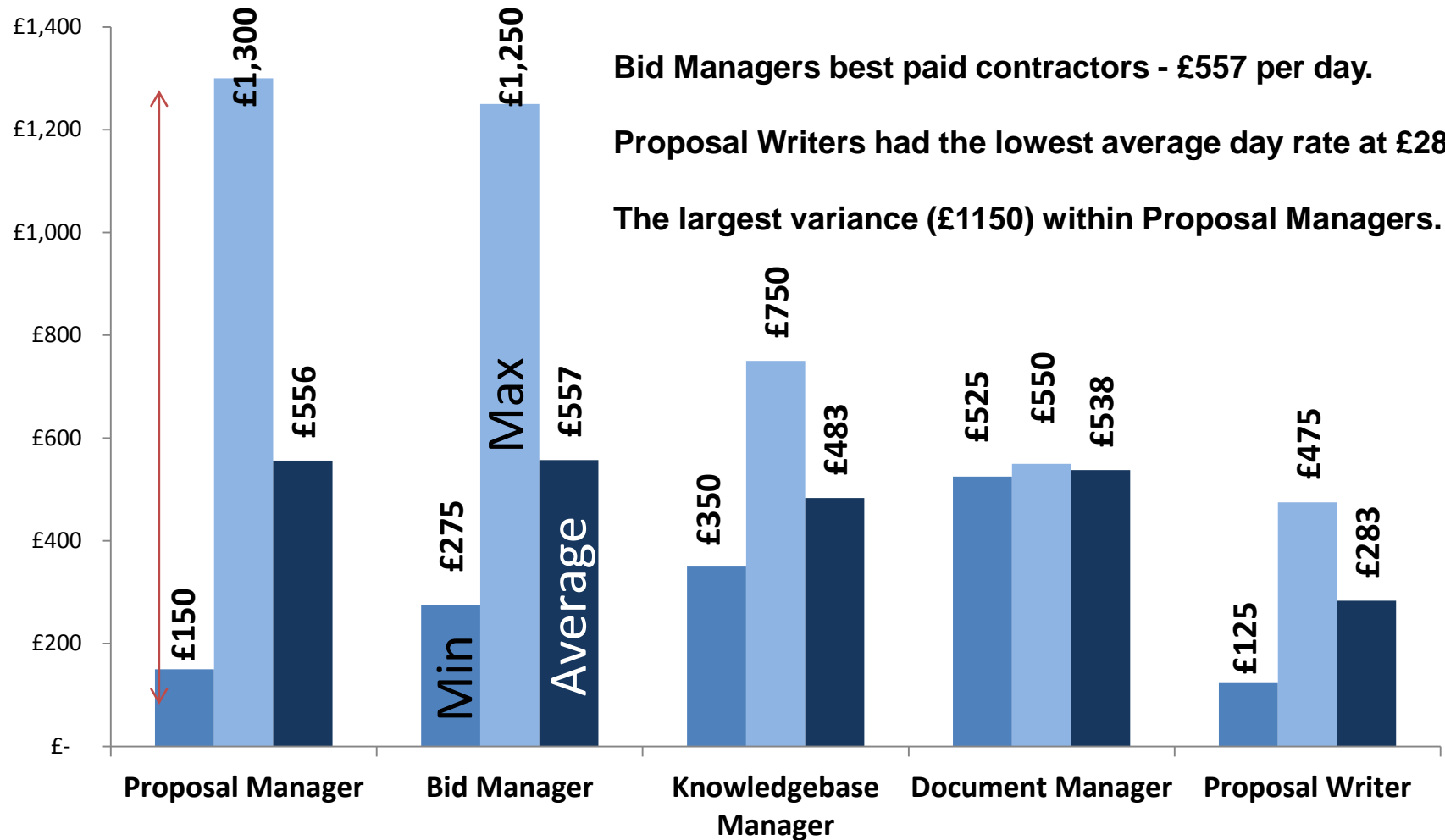
Bonus Scheme Entitlement

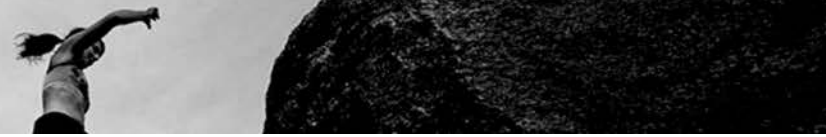
No bonus scheme	33%
Contractual	16%
Discretionary bonus	51%



Other benefits listed: Share Option Schemes, Discounted Insurance, Flexible Benefit Scheme (choose from menu options), Dental Care, Flexi-working, Season Ticket Loan for Rail Card, and Childcare Vouchers.

Contractors / Self-Employed



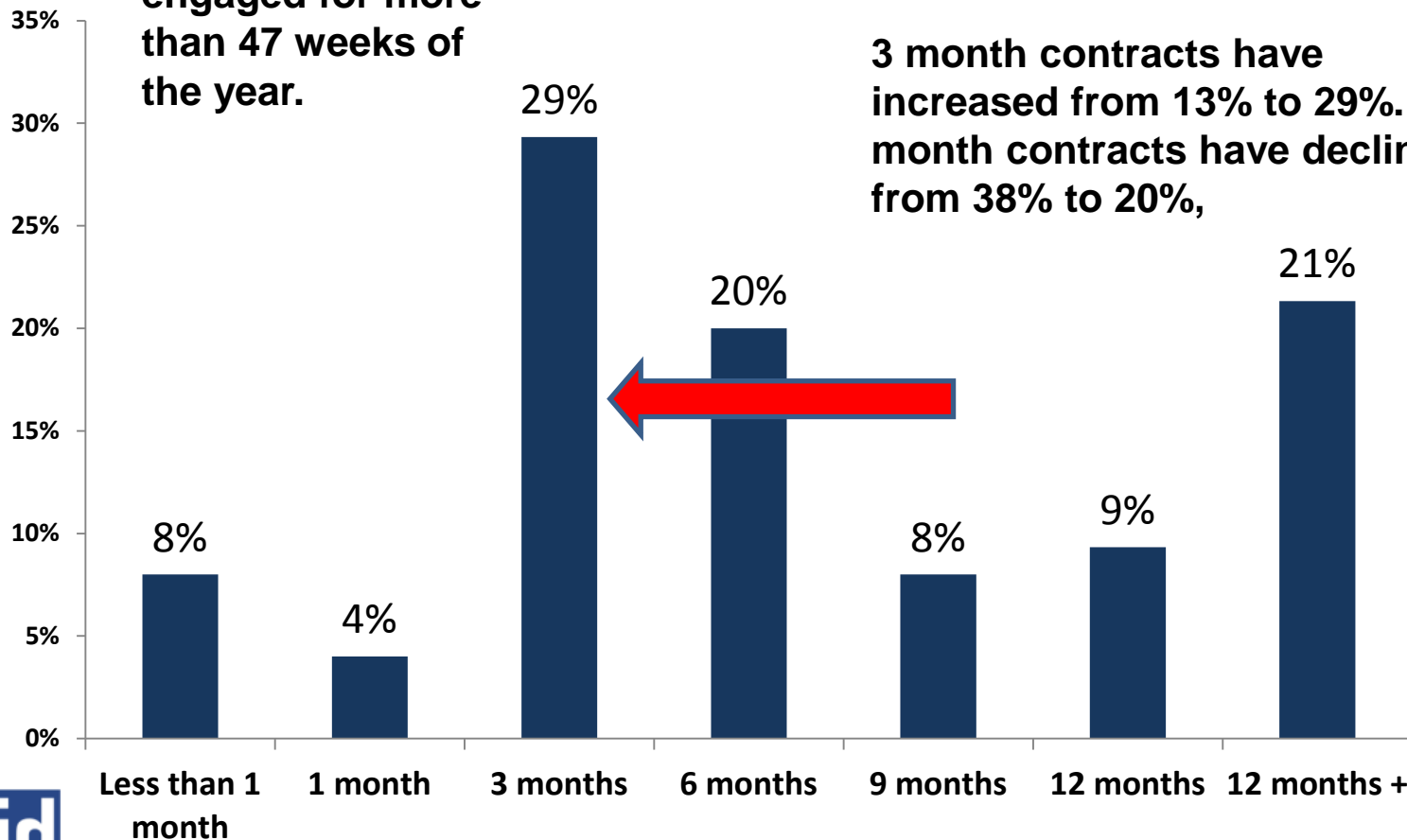


Average Contract Duration

**43% (67% in 2008)
of contractors were
engaged for more
than 47 weeks of
the year.**

**91% of contracts renewed or
expected to be renewed.**

**3 month contracts have
increased from 13% to 29%. Six
month contracts have declined
from 38% to 20%,**





Overall Satisfaction

Satisfaction scores have increased since 2008.

Over 43% of respondents had no personal development plan in place.

	How satisfied are you in your current role / contract?	How satisfied are you with your current employer?	How satisfied are you with your current base salary / day rate?
Not Satisfied	12%	13%	19%
Could be Better	39%	30%	38%
Satisfied	35%	39%	36%
Very Satisfied	14%	18%	8%

57% of respondents are currently 'satisfied' or 'very satisfied' with their employer.

Only 44% of respondents are 'satisfied' or 'very satisfied' with their basic salary.

A black and white photograph of a person in athletic wear jumping over a gap between two large, dark rocks. The person is captured mid-air, with their arms and legs extended. The background is a cloudy sky.

Find out more...

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- Industry
- Gender
- Current Role
- Age
- Career Level
- Location
- Employment Status

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Final Thought



*“Being rich is having money;
being wealthy is having time”.*

Margaret Bonnano