AutoRFP.ai

2026

RESEARCH BY AUTORFP.AI

THE BID JOBS STUDY 2026

What 1,450 bid and proposal job ads at technology companies pay, what they ask for, and where the pay stops.

Job ads posted on LinkedIn from March 2024 to May 2026, in 67 countries.

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01

Bid pay climbs to about $137,000 and stops there. Capture roles are the way past it.

We read 1,450 job ads for bid, proposal and capture roles at technology companies. The ads that state pay show a clear ladder, a ceiling, and one title that breaks through it. The rest of the ads explain why.

74%

More pay for US Capture Managers than Proposal Managers: $199,800 against $115,000

US ads that state pay, 66 and 107 ads

39%

Ads in the first half of 2026 that mention AI, up from 16% a year earlier

140 and 574 ads

75%

Ads that ask for communication skills. Proposal writing appears in 48%

All 1,450 ads

What each chapter found

Chapter	The finding
02 Who is hiring	The US and Europe post the same number of roles, 513 and 512, under different titles. America says Proposal and Capture. Europe says Bid.
03 What it pays	US pay rises from $87,500 for a Proposal Coordinator to $137,050 for senior roles, then stops. Only capture roles pay more.
04 What the ads ask for	Coordination comes before writing. Capture ads, the best paid, add pipeline, pricing and win strategy.
05 Where it is heading	AI is written into the job first in specialist and writer roles. The writing in the best-paid ads is about win themes.

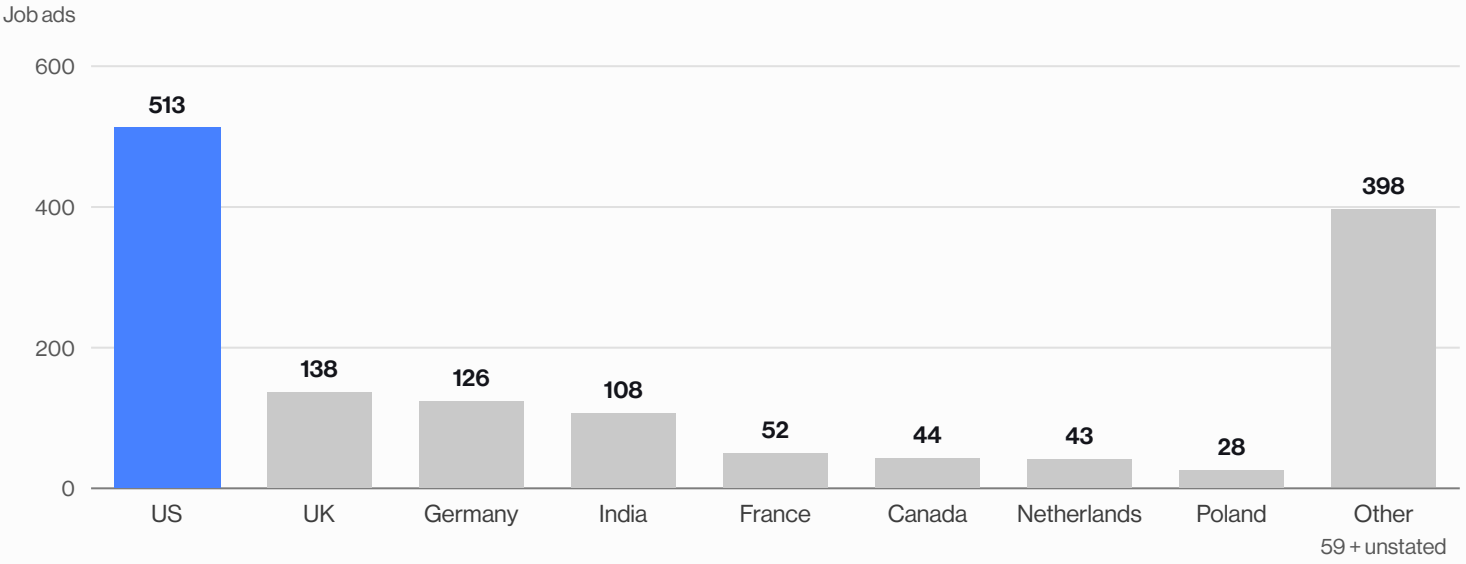
Every pay figure is a median from ads that state an annual figure, with the number of ads beside it.

"We set out to see how AI is changing the bid role. The clearest signal in the ads was pay: where it rises, where it stops, and what employers ask for on each side of that line."

Jasper Cooper, Co-founder and CEO, AutoRFP.ai

02

A third of the roles are in the US, and Europe posts as many again



Job ads by the country on the posting, March 2024 to May 2026. 1,450 ads from 67 countries. "Other" holds 59 smaller countries and the 149 ads that name no country. Europe includes the UK.

Who posts these roles

Employer's industry on LinkedIn	Ads	Share
IT services and consulting	1,167	80%
Software products	274	19%
Hardware	9	1%
All ads	**1,450**	**100%**

- **Two markets of the same size.** Europe, with the UK, posted 512 ads. The US posted 513, mostly under different job titles, as the next page shows. India is third with 108.
- **Europe is many markets.** The UK (138 ads) and Germany (126) post just over half of Europe's 512 ads, and France is a distant third with 52.
- **Mostly services firms.** Four in five ads come from IT services and consulting firms.
- **Recent ads dominate.** The ads run from March 2024 to May 2026, but 99% were posted from January 2025 onward.

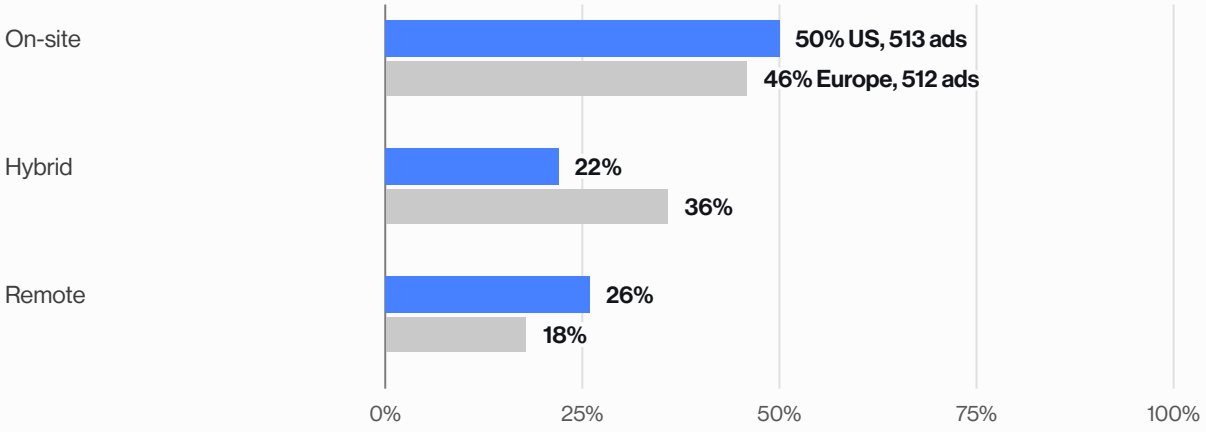
Same job, different words: Bid titles barely exist in America

Title family	US	Europe	Rest	All ads
Bid Manager	21	271	142	434
Proposal Manager	194	63	75	332
Proposal Writer	61	10	68	139
Capture Manager	106	6	16	128
Proposal Specialist	57	18	31	106
Proposal Coordinator	48	5	28	81
Bid Writer	0	41	9	50
Bid Coordinator	0	17	6	23

Two smaller families, other presales titles (115) and directors or heads of bids (24), are left out. Each ad belongs to one family, read from its title.

- **Search for one title and you miss half the market.** 21 of 434 Bid Manager ads are American. A Proposal Manager search misses most of Europe.
- **Capture is an American job.** 106 of the 128 capture ads are in the US. Europe posted six.

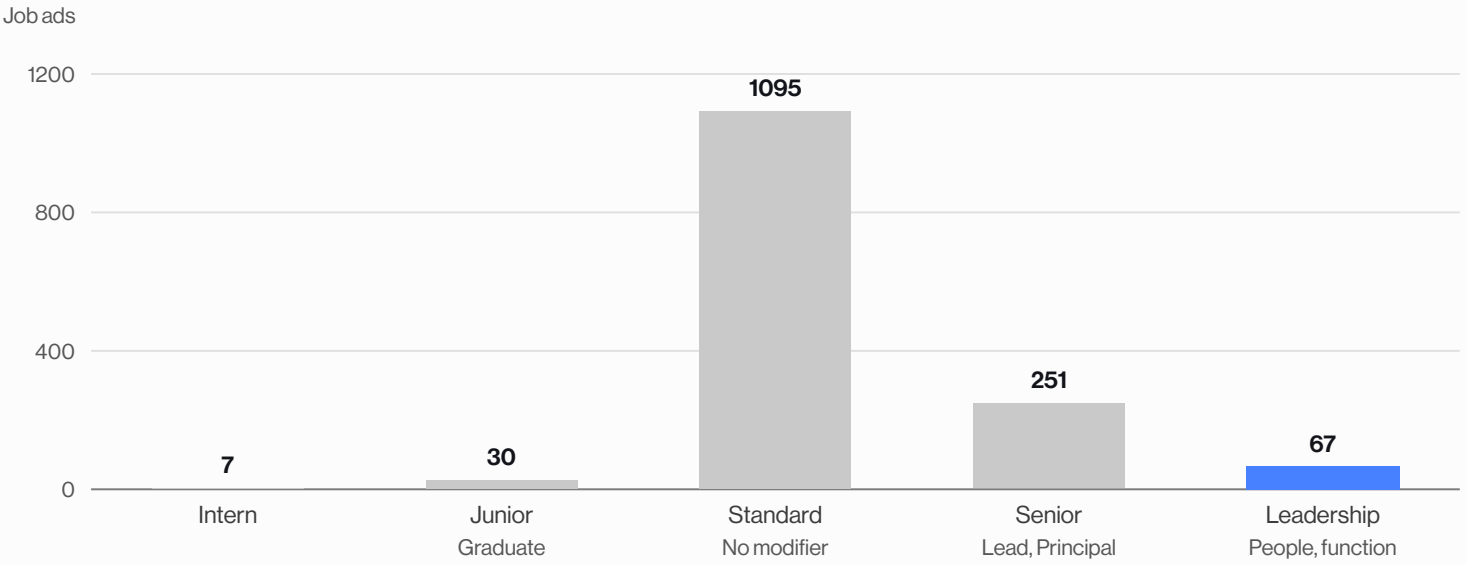
US roles go remote or office; Europe goes hybrid



Work mode stated in the ad. About 1% in each market state none. Within Europe, 25% of UK ads are remote, and 1 of 43 Dutch ads.

- **Germany keeps people in the office.** 10% of its 126 ads are remote.

One ad in 22 hires a leader. Most "managers" manage the process



Seniority read from the words in each title, all 1,450 ads. Leadership means the title names a team, a function or a people role (head of, director, manager of). "Bid Manager" and "Proposal Manager" alone count as standard.

1,030 of 1,450 titles contain "manager". 67 of them hire someone to lead people or a function. In these ads, the manager runs the documents and the deadline.

Each step up asks for more years

Seniority in the title	Median years asked	Ads stating years
Standard	5	587
Senior	7	160
Leadership	10	43

What this means

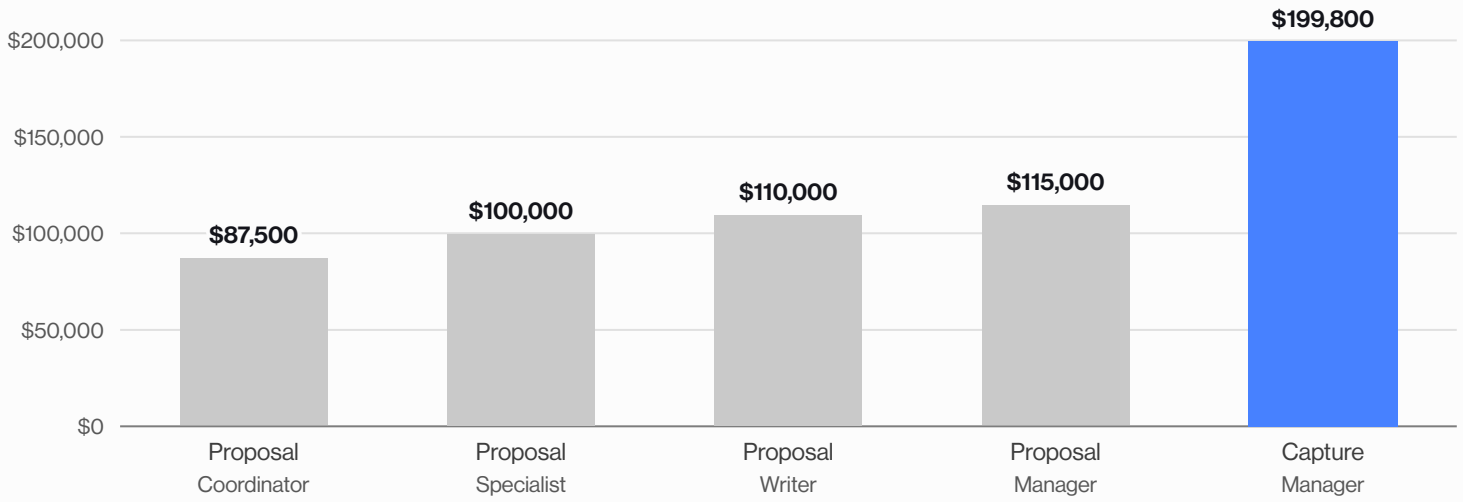
Bid management is one job with two vocabularies. America hires Proposal and Capture Managers, Europe hires Bid Managers and Bid Writers, and only 21 of 434 Bid Manager ads are American.

Underneath the titles, the market wants experienced people who run a process. 67 of 1,450 ads hire a leader, 37 hire at entry level, and even the standard ask is five years. Our read: the profession hires the finished article and trains almost no one, so experience is the scarce asset. If you hire, search both vocabularies. If you hold the job, your skills travel further than your title does.

03

Capture Managers earn $85,000 more than the next title on the ladder

Median annual pay, US



Median annual pay in US ads that state an annual figure or band, using the band's midpoint. Each ad is counted in one title family. Families with fewer than 10 US ads stating pay are left out.

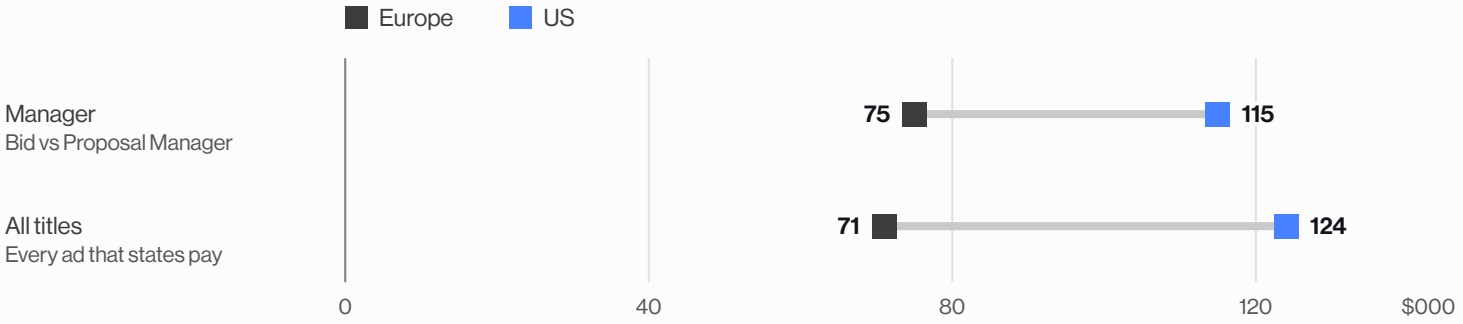
Title family, US	Median pay	Ads with pay
Proposal Coordinator	$87,500	26
Proposal Specialist	$100,000	17
Proposal Writer	$110,000	23
Proposal Manager	$115,000	107
Capture Manager	$199,800	66

The US median across all 252 US ads that state pay is $124,000. The top tenth start at $199,800.

Use this as a benchmark. Find your title in the table: half the US ads for it pay more than the median, and half pay less.

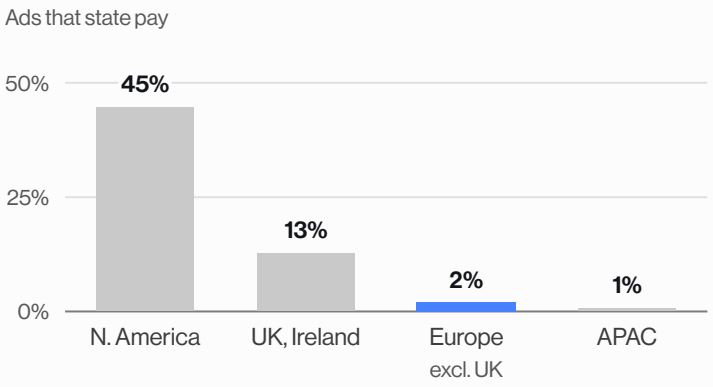
- **Small steps, then a jump.** From Coordinator to Proposal Manager, pay rises $27,500 over three steps. The next step, to capture, is $84,800.
- **"Senior" is worth about $54,000.** Senior titles pay a median $161,200 (100 ads) against $107,500 for titles with no modifier (137 ads).

The same job pays 34% less in Europe, and European ads rarely say what they pay



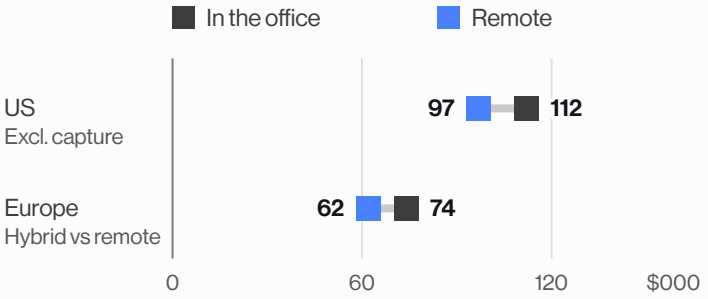
Median annual pay in thousands of US dollars. Manager compares Bid Manager in Europe ($75,493, 15 ads) with Proposal Manager in the US ($115,000, 107 ads). All titles is every ad that states pay: Europe $70,945 (25 ads), US $124,000 (252 ads). The dark square is Europe, the blue square the US.

2 in 100 European ads outside the UK state pay



Share of ads that state annual pay, by region.

Remote roles pay about 15% less in both markets



Median pay, $000. Europe's office figure is hybrid.

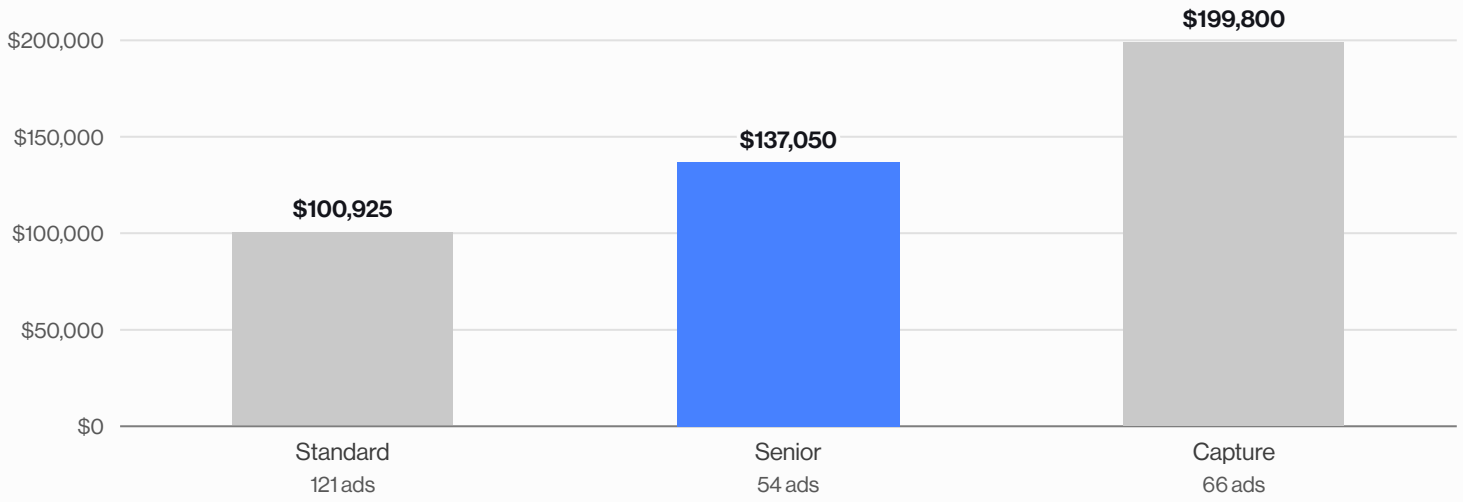
Pay by region

Region	Median pay	Ads with pay	Share with pay
US	$124,000	252	49%
Europe, including the UK	$70,945	25	5%
All 1,450 ads		292	20%

Europe's figures rest on 25 ads. Half of them fall between $55,104 and $81,206. The US sample is ten times larger.

Outside capture, US bid pay stops near $137,000

Median annual pay, US



Median annual pay in US ads that state pay. Standard and senior exclude every capture title (186 ads in all). Capture is the 66 capture ads with pay, at every seniority.

US, ads that state pay	All titles	Excl. capture	Ads, excl.
All seniorities	$124,000	$108,950	186
Standard titles	$107,500	$100,925	121
Senior titles	$161,200	$137,050	54

Leadership titles outside capture sit at $135,500, but only 8 ads state pay, so they are not charted.

- **Capture carries the senior premium.** Take capture out and the senior median falls by $24,150, from $161,200 to $137,050.
- **Senior still pays more outside capture.** $137,050 against $100,925 for standard titles, 36% more.
- **Capture asks for twice the experience.** A median of 10 years (105 ads) against 5 for Proposal Managers (338 ads).

What this means

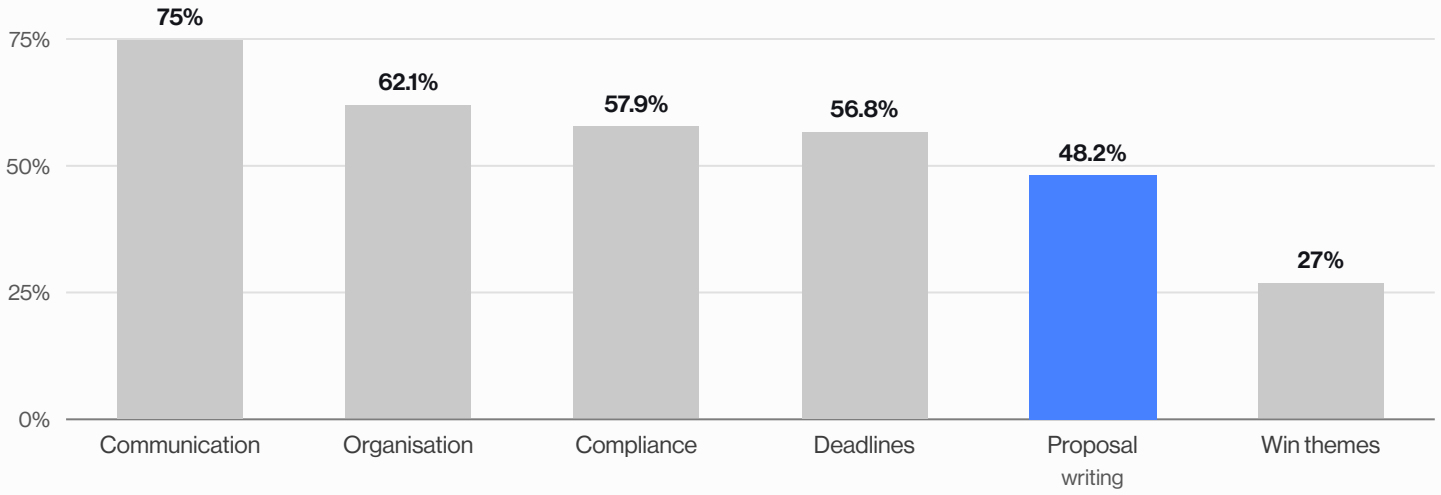
US bid pay climbs in small steps, from $87,500 for a Proposal Coordinator to $137,050 for a senior title, then stops. Capture pays $199,800 and asks for twice the experience. In Europe the same job pays about a third less, and 95 in 100 ads won't say what they pay.

Our read: employers pay for closeness to the decision. The nearer a role sits to choosing which deals to chase and how to price them, the more it earns. Chapter 04 shows what capture ads ask for that the others don't.

04

Job ads ask for coordination before they ask for writing

Ads that ask for the skill



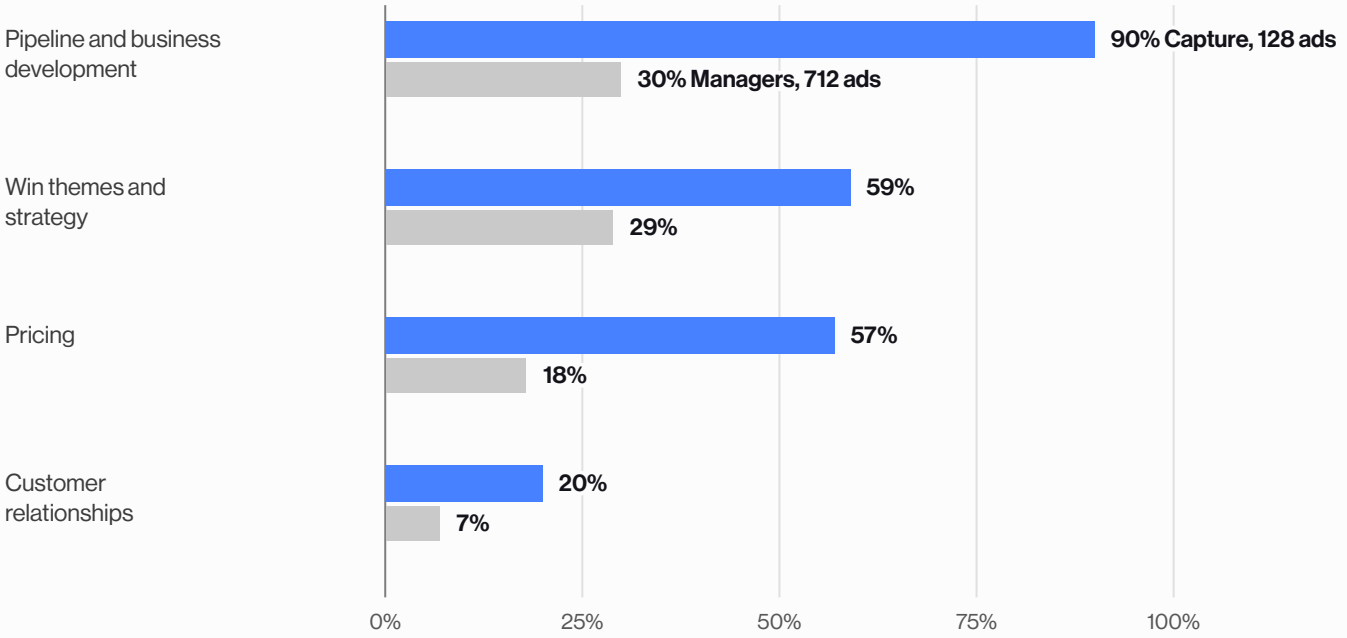
Share of all 1,450 ads whose full description uses at least one term for the skill.

Skill	Ads	Share
Communication	1,088	75.0%
Organisation	900	62.1%
Compliance	840	57.9%
Deadline management	824	56.8%
Proposal writing	699	48.2%

- **The job is running the bid.** Four coordination skills each appear in more ads than writing does.
- **Win themes are the rare ask.** 27% of ads mention them. The next page shows where they cluster.
- **Compliance outranks writing.** 840 ads ask for compliance skills, against 699 for proposal writing.

How to read the shares. An ad counts once for each skill it asks for, so most ads appear in several bars and the shares do not add up to 100%.

Capture ads ask for the commercial work: pipeline, pricing and the strategy to win

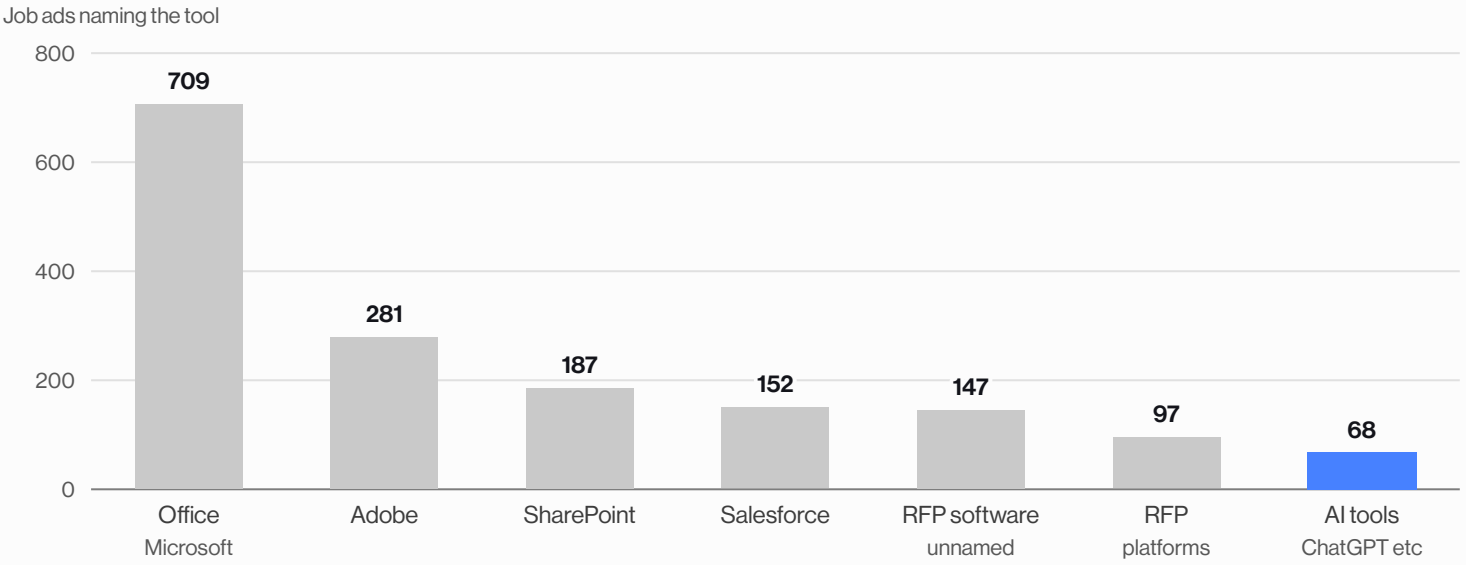


Share of ads whose full description uses at least one term for each demand. Capture is all 128 Capture Manager ads. Managers is the 712 Bid Manager and Proposal Manager ads in the same set.

Demand	Capture	Managers	Gap
Pipeline and business development	90%	30%	60 pts
Win themes and strategy	59%	29%	30 pts
Pricing	57%	18%	39 pts
Customer relationships	20%	7%	13 pts

- **Pipeline is the widest gap.** 90% of capture ads ask for pipeline or business development work, against 30% of manager ads.
- **Managers run the response.** Fewer than a third of their ads ask for pipeline work, and chapter 03 shows their pay stopping near $137,000.
- **Capture is mostly an American role.** 106 of the 128 capture ads (83%) are in the US.
- **Pricing comes next.** 57% of capture ads ask for it, against 18% of manager ads.
- **Customer relationships are rare in both.** 20% of capture ads mention them, and 7% of manager ads.

Ads still ask for Office first. RFP software is named more often than general AI tools



Ads whose full description names the tool, out of 1,450. RFP platforms counts an ad once if it names Loopio, RFPIO (Responsive) or Qvidian. Unnamed RFP software is an ad that asks for proposal or RFP software without naming a product. AI tools counts an ad once if it names ChatGPT, Copilot or Gemini.

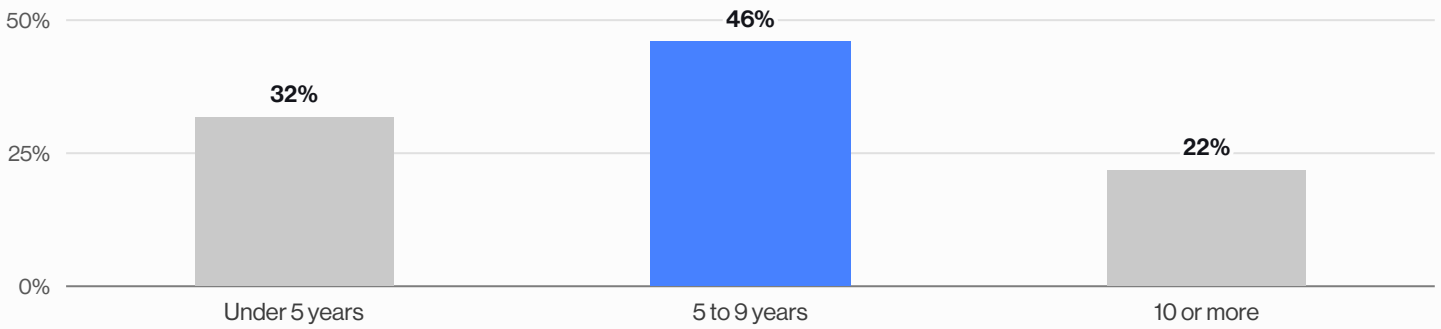
Group	Products counted	Ads
RFP platforms	Loopio 78, RFPIO 47, Qvidian 26	97
Unnamed RFP software	"Proposal software", "RFP tool" and similar	147
General AI tools	ChatGPT 42, Copilot 35, Gemini 21	68

- **Office still leads the list.** Microsoft Office appears in 709 ads (48.9%), Adobe in 281 and SharePoint in 187.
- **CRM is part of the bid stack.** Salesforce appears in 152 ads (10.5%), so one ad in ten expects the hire to work in the CRM.
- **AI arrives through the general tools.** 68 ads name ChatGPT, Copilot or Gemini, against 97 that name an RFP platform.
- **Job ads trail the market.** AI-native RFP platforms are almost absent: AutogenAI appears in 7 ads, Arphie in 1 and AutoRFP.ai in none.

A note on these counts. AutoRFP.ai makes RFP software, so we report how often each product is named as the counts fall, with no ranking or comment on any of them.

Nearly 9 in 10 ads name no bid certification, but most want five years' experience

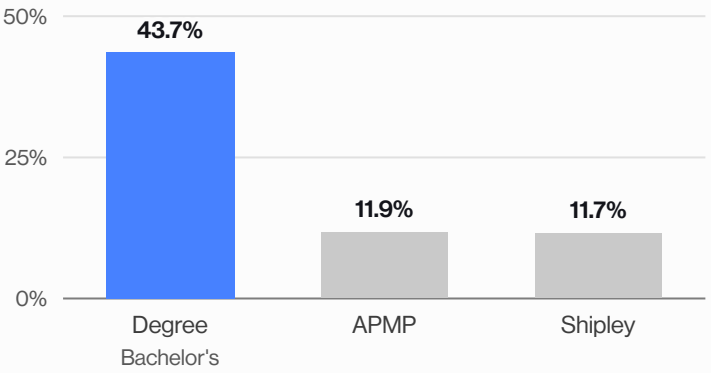
Share of ads that state experience



Years of experience asked for, in the 810 ads that state a figure. Where an ad gives a range, the lower end is used.

A degree is asked for almost four times as often as APMP

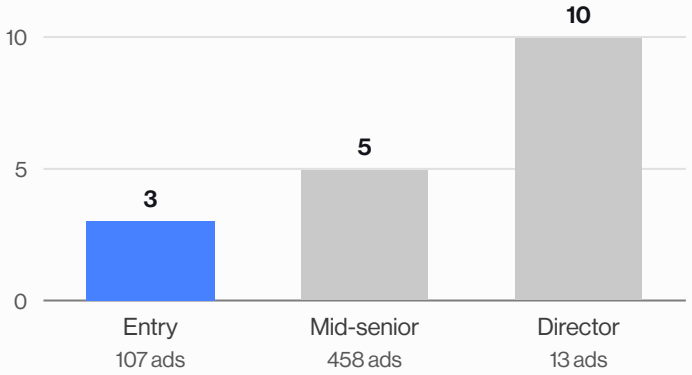
Ads that ask for it



Share of all 1,450 ads.

Entry-level ads still ask for three years

Median years asked



Median years, by LinkedIn's seniority level.

The entry rung expects you trained already. 161 ads (11.1%) are marked entry level, and their median ask is three years.

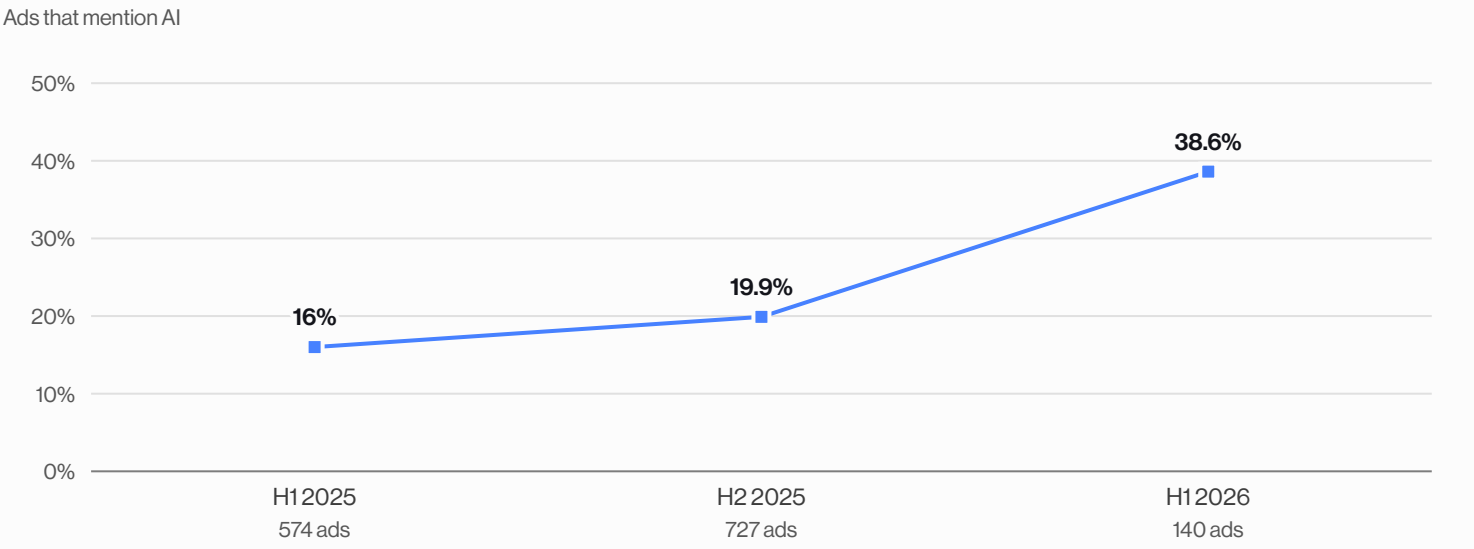
What this means

Employers hire bid people to run a process: communication, organisation, compliance and deadlines each appear in more ads than proposal writing does. The best-paid ads ask for commercial work on top: 90% of capture ads want pipeline experience and 57% want pricing, against 30% and 18% of manager ads.

Certificates matter less than the debate about them suggests. Nearly 9 in 10 ads name neither APMP nor Shipley, while 68% of ads that state experience want five years or more. Our read: the gap between a $115,000 role and a $199,800 role is commercial skill, and it shows up in the job ad before it shows up in the interview.

05

The share of bid job ads that mention AI more than doubled in a year



Share of ads, by the half-year they were posted, whose full description mentions AI. H1 2026 is January to May and holds fewer ads, more of them from software companies and Europe. The 9 ads posted before 2025 are left out.

Ads that mention AI	H1 2025	H2 2025	H1 2026
All ads	16.0%	19.9%	38.6%
Software companies only	19.6%	39.2%	42.1%
Software ads counted	92	125	57

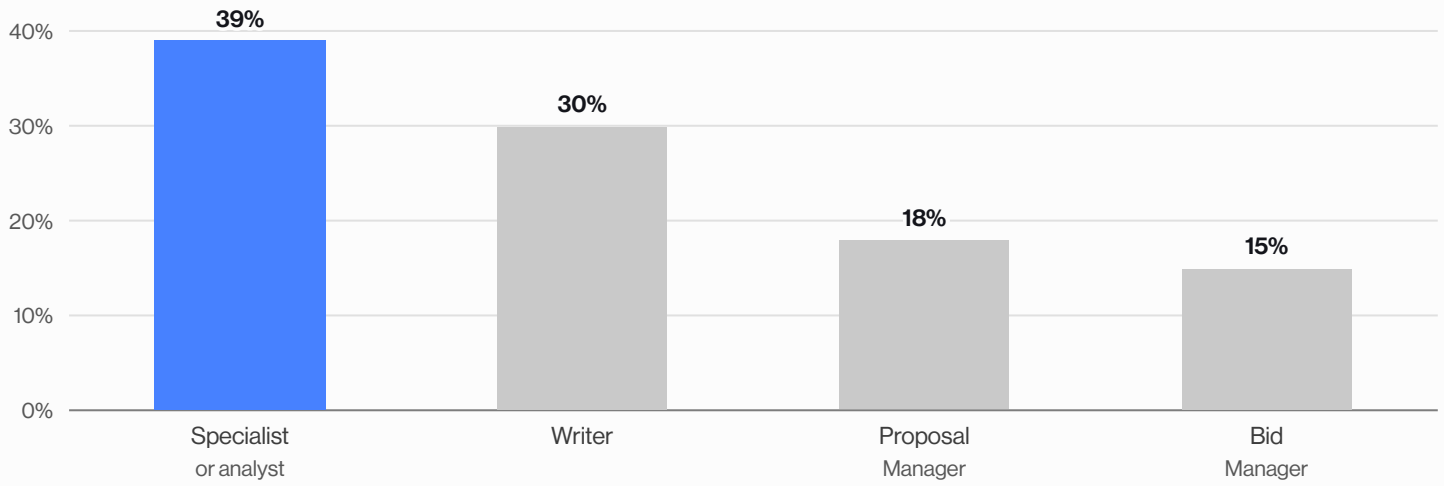
The software-only line is the check on the small 2026 sample: it more than doubles too.

In the employers' own words

- **Genpact, Senior Bid Manager, November 2025:** "Inviting applications for the role of Senior Manager-Bid Manager-Agentic AI!"
- **AT&T, Senior Proposal Writer, July 2025:** "an understanding of emerging generative-AI best practices are advantageous."
- **General Dynamics Mission Systems, Proposal Manager, February 2026:** "Drive adoption of Agile proposal development practices, AI tools, and digital collaboration platforms."
- **Vodafone, Bid Manager, May 2025:** "Familiarity with the legislation around the use of AI and relaying critical information and updates to the bid team."

AI shows up first in the roles that assemble content

Ads that mention AI



Share of ads that mention AI, by title family, across the whole study. Specialist or analyst 119 ads, writer 193, Proposal Manager 342, Bid Manager 394.

Coordinate, win, capture: the route the ads describe

Step	What the ads ask for	The number
Coordinate	Communication, organisation, compliance and deadlines. The work AI is entering first.	75% ask for communication
Win	Win themes and persuasive writing tied to what the buyer needs.	59% of capture ads, 29% of managers'
Capture	Pipeline, pricing and owning the deal before the RFP lands.	$199,800 median, US

Each number comes from chapters 03 and 04. The route is our reading of the ads.

What this means

AI is arriving in bid job ads where content is assembled: 39% of specialist ads and 30% of writer ads mention it, against 15% of Bid Manager ads. We think that order is the forecast. The work most exposed is pulling approved answers together and checking compliance. The work least exposed is what the best-paid ads ask for: win themes, pricing and owning the deal.

Full disclosure: AutoRFP.ai builds software for the first kind of work. It drafts routine answers from content your team has approved, with the source under each one, so bid teams can spend their hours on the second.

06

How the study was made

Term	What is counted
Job ad	One public LinkedIn posting with its full description, posted March 2024 to May 2026. 99% were posted in 2025 or later.
Technology company	An employer whose LinkedIn industry is IT services and consulting, software, or hardware.
Title family	One of ten groups each ad is placed in from its title. An ad belongs to one family only.
Seniority	Read from the title: intern, junior, standard, senior (with lead and principal) or leadership. "Manager" alone is standard.
Stated pay	An annual figure or band in the ad, converted to US dollars. A band counts at its midpoint. 292 ads state pay.
Mention	An ad whose full description uses a term from the keyword list for that skill, tool or topic at least once.
Europe	Every European country, including the UK and Ireland.

Limits to read the figures by

- **Every ad counts.** A reposted ad is counted again, because a repost can be a second real role.
- **No hiring trend.** LinkedIn shows recent ads first, so the number of ads by date says nothing about hiring volume.
- **Small groups are not shown.** A pay figure needs at least 10 ads, and the number of ads sits beside every figure.
- **The sample leans to services.** 80% of ads are from IT services and consulting firms.
- **How the ads were collected.** By public web scraping of LinkedIn job ads found through Google Search, keeping each ad's full description.

Cite as: AutoRFP.ai analysis of 1,450 bid and proposal job ads at technology companies, 2024 to 2026.

07

Spend bid hours on the work that wins

The ads put the pay where the strategy is: pricing, win themes and owning the deal. AutoRFP.ai drafts the routine answers from content your team has approved, so the people on your bid team can spend their time there.

Book a demo

PROVE IT ON YOUR OWN RFPS

We'd rather show you than tell you. Run a two-week proof of concept on your own RFPs, security questionnaires or DDQs, and compare the drafts with what your team sent.

About AutoRFP.ai

AutoRFP.ai is the accuracy-first AI platform for RFPs, security questionnaires, and DDQs: every answer source-grounded and citable, with zero library maintenance. SOC 2 Type II and ISO 27001 certified, so security review doesn't stall your pilot, and we never train on customer data.

YOUR CONTACT
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