

Position: Proposal Lead – Healthcare/Social Services

We seek a Proposal Lead with deep Healthcare/Social Services sector expertise to join our innovative and forward-thinking team. As our company continues to evolve by integrating advanced systems and technology, including AI and generative language models, we are shifting our focus toward industry experts who can bring real value to client proposals.

This is a full-time position, and the successful candidate must be **located and legally allowed to work in Canada**. The hours worked must align with regular Canadian business hours in a Canadian time zone.

About Us

Over the past thirteen years, the team at the Proposal Lab has helped 250+ organizations of all sizes secure exciting new projects through professionally written proposals.

We offer our clients a wide range of proposal-related services, including:

- Authoring formal proposals (responding to RFPs and RFQs)
- Developing proposal content libraries (copy and graphic design)
- Managing the procurement process, including the creation of RFx documents
- Designing and writing unsolicited business proposals

The Proposal Lab provides expert proposal writing services to clients across various industries, including Architecture, Engineering, Construction, Healthcare, Social Services, Technology, Human Resources/Executive Recruitment, Financial Services, and Security Services.

Within the Healthcare/Social Services sector, we support home-care agencies, healthcare staffing firms, senior housing operators, and national organizations that deliver essential health services. At the same time, we work with non-profits, community-based agencies, and provincial or territorial service providers focused on housing, mental health, family services, and disability support. From local grassroots initiatives to large-scale national networks, we help clients secure vital contracts by developing persuasive, strategic proposals (and grants) that reflect their unique impact and expertise.

The Proposal Lab is for you if you enjoy proposals, working on various proposal-related projects, and interfacing with business leaders (i.e., our clients) across professional services industries within Canada and the USA.

About the Role

As a Proposal Lead for the Healthcare/Social Services sector, you will lead the proposal process for clients within this industry. You will:

- **Leverage Industry Expertise:** Use your in-depth knowledge of the Healthcare/Social Services sector to shape proposal strategies, ensuring the content aligns with the client's objectives and highlights their unique strengths
- **Client Collaboration:** Act as the main point of contact for Healthcare/Social Services clients, working closely with them to understand their needs and provide valuable insights that improve proposal content
- **Project Leadership and Writing:** Oversee the entire proposal life cycle—from initial strategy sessions to submission—managing internal teams while contributing directly by writing high-quality, persuasive content
- **Technology Utilization:** Comfortably leverage AI, generative language models, and other advanced tools to streamline the proposal writing process and enhance efficiency
- **Business Development:** Proactively engage in business development activities, including marketing/sales outreach, to secure new clients and support organizational growth

Key Responsibilities

- Lead and manage proposal development for Healthcare/Social Services clients
- Write and edit high-quality, compliant, and persuasive proposal content, ensuring it aligns with the client's objectives and RFP requirements
- Collaborate with internal teams (writers, designers, coordinators, etc.) to ensure the delivery of a polished final product
- Facilitate kick-off meetings, lead strategy discussions, and oversee the production of proposals to meet deadlines
- Lead and manage the preparation and submission of bid proposals, ensuring all requirements are met, and the client's objectives are effectively communicated
- Utilize advanced technology, including AI tools, to streamline content development and improve proposal efficiency
- Provide clients with subject matter expertise and strategic guidance, ensuring their proposals stand out in competitive markets
- Support organizational growth through business development efforts

About You

To be successful in this role, you must possess:

- 10+ years of experience in the Healthcare/Social Services sector, with a strong understanding of the industry's challenges, regulations, and opportunities
- At least five years of direct, hands-on proposal writing experience (**responding to RFPs, RFQs, etc**), demonstrating a proven ability to craft winning proposals
- A proven track record of managing and leading projects within a proposal and business development setting
- Exceptional English language skills, both written and spoken, with the ability to communicate clearly and effectively
- Strong client-facing skills with the ability to build relationships and act as a trusted advisor
- A high level of comfort with technology, including AI tools and other proposal automation software
- Exceptional organizational skills, with the ability to manage multiple proposals and deadlines simultaneously
- A strong understanding of proposal and communication strategies and best practices, focusing on client needs and competitive positioning
- Experience leading cross-functional teams and working in a fast-paced, entrepreneurial environment

What We Offer

- Competitive base salary commensurate with your experience and qualifications
- Full-time employment with flexible work hours and location
- Opportunity to work in a dynamic and innovative environment at the forefront of AI-driven proposal development
- Annual bonus eligibility based on the win rate of the clients you work with within the Healthcare/Social Services market sector
- Potential for growth as we expand and redefine the future of proposal management

How to Apply

Please send the following to **hello@theproposallab.com**:

- **Cover Letter:** Explain how your experience in the Healthcare/Social Services sector will equip you for the Proposal Lead role and contribute to both your personal success and the success of our company.
- **Resume:** Detail your work experience, achievements, educational qualifications, training, and professional skills.

No phone calls, please. We will only contact qualified candidates selected for an interview.