



Job Title	Demand Planner
Job Level	4B
Location	SBP
Business Unit	Group Packaging & Supply Chain
Function	Supply Chain
Leader	Customer Service and Demand Planning Team Leader
People Leadership	
Role Purpose	
<p>Actively engage with Distributor partners and WGS Markets to deliver a robust demand plan utilising the S&OP framework. Collaborate with the Commercial teams and Markets to identify and mitigate key forecast risks and opportunities in order to achieve business strategy and current year targets. Successfully demand manage sell in/sell out of renovation and innovation projects, ensuring obsolescence minimised and launches met.</p>	
Accountabilities	
<ul style="list-style-type: none"> • Build collaborative relationships with Commercial and Customer Relations teams to provide support and driving process excellence by preparing for and leading Key Demand Review meetings in line with S&OP process. • Create and maintain the rolling 24 month demand forecast using appropriate statistical modelling, by analysing market and purchase plans, historical sales data, brand changes, new product development and obsolete products. Accountable for reporting and influencing Forecast Accuracy and BIAS (Absolute Value Variance) within the demand plan at SKU and Market level. • Understand and analyse trends and seasonal profile to challenge and influence the commercial teams (who own the forecast) where there is evidence that the demand plan may require revision • Prepare executive summary reports and market S&OP decks highlighting major risks and opportunities. • Ensure demand is in line with the agreed global allocations policy and process through regular reviews with the commercial teams, highlighting opportunities and risks where appropriate. • Support Supply Chain KPIs such as inventory and obsolescence through active involvement in the product lifecycle management process. • Linkage with core teams in terms of renovation and innovation ensuring that there are realistic pipe-fill plans and assumptions, minimise obsolescence and ensure product is available for launch. • Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy. 	
Created by:	Michael Dadey
Date:	21 st January 2020
HRBP:	Michelle McAree
Date of last revision:	8 th June 2021