

ROLE PROFILE

Role Title	Demand Planner
Internal Reference	ODC-360
Business Unit / Group Function	ODC
BU Team / Sub-Function	Supply Chain
Location	ODC markets
Team Leader Role	Supply Chain Manager
Role Level	4B
Team Members	No
Role Purpose To produce robust demand planning utilising the S&OP framework for defined customers/distributors. Collaborate with the Commercial, distributors and customers 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 innovation and renovation, ensuring obsolescence minimised and launches met.	
Accountabilities: • Design and maintain the rolling 24-month demand forecast using appropriate statistical modelling, by analysing sales plans, historical sales data, brand changes, new product development and obsolete products. • Develop collaborative relationships with Commercial team to provide support and drive process excellence by preparing for and leading Key Demand Review meetings in line with S&OP process. • Coordinate Demand Review meetings with the commercial teams and review performance to improve forecast accuracy. • Analyse and evaluate trends and seasonal profile to challenge and influence the commercial teams where there is evidence that the demand plan may require revision. • Utilise customer/distributor information as an input to the demand plan including, forecasts, sales and stocks. • Prepare executive summary reports for demand review highlighting major risks and opportunities. • Ensure demand is in line with the agreed liquid allocations policy and process through regular reviews with the commercial teams, highlighting opportunities and risks where appropriate. • Coordinate Supply Chain KPIs such as inventory and obsolescence through active involvement in the product lifecycle management process. • Implement a collaborative relationship with key customers/distributors to jointly forecast promotional periods, review and manage seasonal events and drive performance of WG&S brands. • Formulate a strong working relationship with New Product Development to ensure forecasts are in place relative to launch plans to ensure successful execution	
Created by:	Graham Pike
Creation Date:	19/06/2024
HRBP:	Louisa Li
Date of last revision:	11/11/2024

Commented [JH1]: This should be clarified as "local allocations" as it's different to the global allocation process which is better managed by the supply planner