



WILLIAM GRANT & SONS

## DEMAND PLANNER

<b>Job Title</b>	Demand Planner
<b>Business Unit / Group Function</b>	WG&S UK
<b>BU Team / Sub-Function</b>	Supply Chain
<b>Location</b>	Hook
<b>Team Leader</b>	Demand and Supply Planning Manager
<b>Team Members</b>	n/a
<b>Job Level</b>	4B
<b>Role Purpose</b>	
<p>To produce robust demand plan utilising the S&amp;OP framework for defined customers. Collaborate with the Commercial teams 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.</p>	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Build 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&amp;OP process.</li><li>• Create 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.</li><li>• Lead forecast meetings with the commercial teams and review performance to improve forecast accuracy</li><li>• Understand and analyse trends and seasonal profile to challenge and influence the commercial teams where there is evidence that the demand plan may require revision</li><li>• Utilise customer information including intranet site, forecasting reports, EPOS and interaction with sales managers to assist in building the replenishment forecast</li><li>• Prepare executive summary reports for Demand review highlighting major risks and opportunities.</li><li>• Ensure demand is in line with the agreed market allocations policy and process through regular reviews with the commercial teams, highlighting opportunities and risks where appropriate.</li><li>• Support Supply Chain KPIs such as inventory and obsolescence through active involvement in the product lifecycle management process.</li><li>• Build a collaborative relationship with key customers to jointly forecast promotional periods, review and manage seasonal events and drive performance of WG&amp;S brands.</li></ul>	
<b>Created by:</b>	Jackie McKey
<b>Creation Date:</b>	March 2023
<b>HRBP:</b>	Melissa Thomas
<b>Date of last revision:</b>	March 2023