



|   |   |
|---|---|
| <b>Job Title</b>  | <b>Customer Service &amp; Demand Management Team Leader</b> |
| <b>Job Level</b>  | 4A  |
| <b>Location</b>   | Singapore   |
| <b>Business Unit</b>  | Group Packaging & Supply Chain                              |
| <b>Function</b>   | Supply Chain  |
| <b>Leader</b>   | Customer Service & Demand Management Area Leader            |
| <b>People Leadership</b>  | Yes   |
| <b>Role Purpose</b><br><br>To manage, lead and coach a regionally specific Customer Relations team to deliver excellent service by managing all near term demand / order activity and building relationships and knowledge in markets.  |   |
| <b>Responsibilities</b> <ul style="list-style-type: none"> <li>• Direct and implement the Supply Chain strategy in line with the company and Business Unit objectives, ensuring consistency across Customer Relations and Customer Facing Supply Chain in line with agreed service and quality standards</li> <li>• Ensure adherence to agreed processes, cost / service and quality criteria – facilitating continuous improvement and effective collaboration of customer relations employees and across the wider OBU and BBU</li> <li>• Maintain a proper process framework and detailed process documentation with the appropriate governance structure - ensuring overall compliance requirements in relation to all relevant legislation and paperwork are met (e.g. excise/duty)</li> <li>• Maintain and manage customer service level agreements (SLAs) and liaise with all relevant teams to deliver the best possible service levels – establishing professional and productive relationships with third parties &amp; ODC's</li> <li>• Manage order book proactively and encourage order flow from customers in a timely fashion to provide stability for bottling operations and our supply partners – ensuring incoming orders are processed to optimise customer service</li> <li>• Monitor resourcing across the teams – facilitating pooling of individuals within and across teams where there is a requirement to do so</li> <li>• Own and administer the daily operating rhythm processes for the key markets / regions - chairing meetings and highlighting risks and perform a key role in the S&amp;OP process</li> <li>• Lead the development of third party distributor demand forecast, working directly with distributors and in collaboration with the BBU through the S&amp;OP process</li> <li>• Lead, recruit, develop and manage Customer Relations Coordinators and Order Administrators in line with the Company Performance Management process and Company Values</li> <li>• Support the demand management tasks required for a smooth transition of products through the different product lifecycle stages, launch (including PIPO management), optimisation, change-management, run down, end of life</li> <li>• Perform data analysis as required in order to communicate information and aid decision making in the attainment of agreed service standards - reporting on relevant performance metrics (e.g. Lead-time, OTIF, forecast accuracy, SLA adherence) taking appropriate actions when necessary</li> <li>• Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&amp;S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy</li> </ul> |   |

## Values



**BE PROUD**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products



**BE RESPONSIBLE**  
We expect every individual and their teams to be accountable and to perform to their full potential



**BE SUSTAINABLE**  
We wish to make a positive contribution to our communities and to our environment



**BE PROFESSIONAL**  
We value integrity, transparency, professionalism and constructive debate within a team working culture



**BE ENTREPRENEURIAL**  
We foster a forward thinking and innovative culture that recognises the need for innovative thinking and continuous improvement



**THINK LONG TERM**  
We are proud of our brands, our heritage, and our commitment to superior quality in our products

## Core Competencies:

### Leading and Supervising

- Provides others with a clear direction
- Sets appropriate standards of behaviour
- Delegates work appropriately and fairly
- Motivates and empowers others
- Provides staff with development opportunities and coaching
- Recruits staff of a high calibre

### Planning and Organising

- Sets clearly defined objectives
- Plans activities and projects well in advance and takes account of possible changing circumstances
- Identifies and organises resources needed to accomplish tasks
- Manages time effectively
- Monitors performance against deadlines and milestones

### Relating and Networking

- Establishes good relationships with customers and staff
- Builds wide and effective networks of contacts inside and outside the organisation
- Relates well to people at all levels
- Manages conflict
- Uses humour appropriately to enhance relationships with others

### Delivering Results and Meeting Customer Expectations

- Focuses on customer needs and satisfaction
- Sets high standards for quality and quantity
- Monitors and maintains quality and productivity
- Works in a systematic, methodical and orderly way
- Consistently achieves project goals

### Learning and Researching

- Rapidly learns new tasks and quickly commits information to memory
- Gathers comprehensive information to support decision making
- Demonstrates a rapid understanding of newly presented information
- Encourages an organisational learning approach (i.e. learns from successes and failures and seeks staff and customer feedback)
- Manages knowledge (collects, classifies and disseminates knowledge of use to the organisation)

### Adapting and Responding to Change

- Adapts to changing circumstances
- Accepts new ideas and change initiatives
- Adapts interpersonal style to suit different people or situations
- Shows respect and sensitivity towards cultural and religious differences
- Deals with ambiguity, making positive use of the opportunities it presents

## Skills and Qualifications:

### Essential:

- Comprehensive understanding of International Customer Service and Supply Chain processes and procedures gained in a manufacturing environment.
- An understanding of forecasting and demand management in a fast moving dynamic organisation.
- Proven leadership skills in setting objectives, managing team performance and developing individuals to achieve their full potential



- Knowledge of PC applications and ERP systems and the ability to analyse and interpret data

Desirable:

- Financial awareness of controlling budgets and an understanding of distribution terms, shipping costs and recovery practices and processes
- Knowledge of HMR&C, shipping terms and documentation requirements

|                        |                 |
|------------------------|-----------------|
| Created by:            | Michael Dadey   |
| Date:                  | November 2020   |
| HRBP:                  | Michelle McAree |
| Date of last revision: | September 2021  |