Job Title	Demand Planner
Business Unit / Group Function	OBU
BU Team / Sub-Function	Supply Chain
Location	Singapore
Leader	Customer Service & Demand Management Team Leader
People Leadership	NA
Job Level	4B

Role Purpose

Actively engage with Distributor partners and WGS Markets to deliver a robust demand plan utilising the S&OP framework. Successfully demand manage sell in/sell out of renovation and innovation projects, ensuring obsolescence minimised and launches met.

Accountabilities

- Work closely with the Commercial teams and Markets to identify and develop key opportunities, and mitigate key forecast risks, in order to achieve business strategy and current year targets

- Support and lead Demand Review meetings in key markets in line with S&OP process.

- Understand and analyse trends and seasonal profile, to support and advise the commercial teams where there is evidence that the demand plan may require revision.

- Ensure demand is in line with the agreed global allocations policy and process through regular reviews with the commercial teams and the Allocations Planner, highlighting opportunities and risks where appropriate.

- Create and maintain the rolling 18 month demand forecast using appropriate statistical modelling, analysing market and purchase plans, historical sales data, brand changes, new product development and obsolete products.

- Support the effectiveness of innovation and renovations core teams - ensuring that there are realistic pipe-fill plans and assumptions, minimising obsolescence and ensuring product is available for launch.

- Develop and maintain professional and productive relationships with third parties & ODC's.

- Develop professional and productive relationships across all key stakeholders to support operational performance and ensure that accurate and relevant information is shared in a timely manner.

- Support Supply Chain KPIs e.g. inventory and obsolescence, through active involvement in the product lifecycle management process.

- Accountable for reporting and influencing MAPE (Mean Absolute Percentage Error) and BIAS (Absolute Value Variance) within the demand plan at SKU, Market and Regional level.

- Maintain a proper process framework and detailed process documentation with the appropriate governance structure.

- Develop depletion forecasting in appropriate markets and manage the accuracy and robustness of the forecasting Database.

- Participate and contribute to team performance by engaging in team meetings and taking an active part in problem solving activities.

- Work collaboratively with peers and colleagues and apply learnings from identified training and development activities required to perform in role.

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