## ROLE PROFILE

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| **Job Title** | **Demand Planner - Supply Chain** |
| **Business Unit / Group Function** | OBU |
| **BU Team / Sub-Function** | Supply Chain |
| **Location** | SBP;Richmond |
| **Team Leader** | Head of Customer Facing Supply Chain Customer Relations Team LeaderCustomer Service & Demand Management Team Leader |
| **Team Members** | No |
| **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. |
| **Created by:** | John Shields |
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