## 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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