JOB DESCRIPTION

JOB TITLE:	Demand Planner
DEPT:	Desserts
REPORTS TO:	Planning Manager

SUMMARY:

This Demand Planning position is responsible for all (UK and international) forecasting activities associated with customers and products. The Demand Planner creates and maintains forecast models for our customers, incorporating business intelligence and forecast information gathered from sales, marketing, finance, retailer data, and other sources (i.e. Nielsen or other syndicated consumer data).

The Demand Planner is the integration point into the sales and commercial organisation. This position leads the dialogue each month for their respective customers and products with key counterparts in the Sales and Marketing teams.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Long Term Sales Forecast

Published once a month as part of the M process (the demand planner compiles forecast for all markets). This sales forecast is used by the business for short and long term capacity planning, materials planning and thrid party supplier forecasts. Attend M1, M2 & M3 meetings.

The long term sales forecast is published once a month as part of the M process using data sources:

- M1 and M2 meetings;
- Sales budget tracker;
- Marketing plans;
- Historical data;
- Seasonality; and
- Information from customer analysts / online customer systems

The Demand Planner should:

- Challenge the sales forecasts with the sales team especially if they differ from previous promotions with the same mechanic/ distribution.
- Monitor activities once it they have started and highlight variances where they differ from the sales forecast and identify potential service issues or wastage issues thereon.

Monthly Forecast Reports

- Case analysis (by production line and market) for M2 meeting, logistics costs, & M4 meeting;
- Launches, Delists and Promotions Summary;
- Co-ordinate stock and logistics for marketing activities; and

- Meal deal stickers demand.

The Demand Planner will work closely will build close relationships with customer supply chain contacts in order to deliver optimum product availability. They will be the link between our retails and our National Account Managers.

Key Functions

- Develop demand forecasts (operational forecasts) at multiple levels of aggregation for multiple time horizons as part of a demand planning function;
- Review historical sales trends, research demand drivers, prepare forecast data, develop statistical forecast models, and evaluate forecast results;
- Coordinate cross-functional research activities to reconcile significant variances and refine the forecast model to reflect updated sales and marketing assumptions;
- Interact with sales, marketing, and customer finance to understand demand forecast drivers;
- Utilise a collaborative and consensus approach by working with Sales, Marketing, and Customer Finance to obtain and ensure that current and accurate information is used for demand forecasts;
- Use and maintain the Demand Planning software as the primary forecasting system tool;
- Provide input to the Supply Planning organisation in developing inventory strategies on existing items, new products, and product phase-outs; and
- Closely coordinate and communicate customer action plans with supply planning.

Key Results
- A customer demand forecast which incorporates current and accurate market information that allows the Company to correctly predict customer demand and provide its supply chain with the appropriate information to plan how to meet that customer demand;
- Improved relationships among planners, sales, marketing and finance, which will lead to effective knowledge sharing and an optimal consensus forecast to better guide the Company;
- Refined systems and methods to continually improve forecasts so that the company can better anticipate customer needs; and
- Execute with excellence in the area of customer replenishment and feedback to the Supply Chain groups the opportunities and risks regarding customer replenishment performance metrics.

SUPERVISOR RESPONSIBILITIES

Not Applicable.

QUALIFICATIONS

- Educated to degree level (or equivalent) in a related discipline such as business administration or supply chain management; and
- Desirable, but not essential, language skills (French and German).

THE PERSON

- Demonstrate strong analytical skills;
- Strong IT/systems use, with good Excel skills.
- Working knowledge of software related to demand planning is preferred;
- Demonstrate a knowledge of S&OP and the demand planning process;
- Experience managing internal communications, working cross functionally to deliver results;
- Strong interpersonal skills are also essential to effectively interact with all teams, areas and levels of the business affecting the forecast process;
- Strong communicator to all levels, experience dealing with senior level professionals;
- Be looking to continuously improve and can demonstrate ability to remain calm under pressure;
- Strong time management and organisational skills;
- Demonstrated proficiency in statistics, forecasting and forecasting methods with an understanding of their financial and operational impacts;
- Experience of working in the FMCG industry with a proven track record of supply chain, demand planning and customer collaboration; and
- Strong experience in Demand and Supply Planning.

PHYSICAL DEMANDS:

Due to the nature of the business and the fact that the Walthamstow site operates 24 hours a day, 7 days a week; a flexible approach to working is required. The incumbent may have to work outside of normal office hours or unsociable hours from time to time in order to undertake their duties.

Some business travel may also be required.