



Job Description

Job Title:	Demand Planner	Manager's Title	Demand Planning Manager
Department:	Operations	Location:	Hounslow

SECTION 1 : PURPOSE & CONTEXT

Purpose

To provide forecasts of anticipated demand for Sales and Operations Planning and monitor performance as a driver for improvement across the UK.

To proactively manage the day-to-day forecast changes in conjunction with the account managers to minimise negative impact on both the planning operation, and Customer Service Levels. Utilising all available (internal and external) data sources.

Maintain the Demand Planning tools and provide end user training to ensure all targeted criteria are achieved.

Context

This role is to ensure that all available data and information is being used to create the most accurate forecasts. While you are a member of Demand Planning team, you will provide additional resource and support to the key account team ensuring optimal and timely communication between commercial and operations.

Parameters

- Annual forecast of 11.5m physical cases
- Annual forecast of £170m excluding Duty (£370m including Duty)
- 10k forecast / customer combinations to be managed

SECTION 2 : NEED TO ACHIEVE

Key Deliverables

- Facilitate the Demand Management Process through gathering of appropriate data information – collator of monthly forecasts from SNAM's/NAM's.
- Administrator of Oracle Demand Manager software package.
- Provide support in the use of Logility for the commercial team.
- Liaise with the Commercial Analysts to ensure common assumptions on anticipated Market movements and commercial strategy are aligned within the forecasts.
- Key contact for PR-UK on key customer website data. Maintain key customer promotional tracking databases, ensuring this data is reflected in the forecasts. Additional customer specific requirements on this to be reviewed on an ongoing basis.
- Responsible for the key customer forecasts (sense check vs. prior promotions, current ROS, prior year, previous submissions), ensuring anything highlighted as exceptional is reviewed with commercial and updated in the forecast.
- Generate forecast accuracy by Channel/Customer/SKU to measure performance and thereby facilitate training and improvement for the commercial teams. Including commentary to explain forecast variances performance at micro level.
- Preparation and ongoing review of Demand Planning decks for the Demand Planning Meetings.
- Generation of stock reports and analysis showing the impacts of forecasts and promotions.

Key Relationships

- To work closely with commercial teams ensuring optimal forecasting.
- To liaise closely with the supply planning team ensuring forecasts and stock availability are aligned.



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- To develop close working relationships with key customer supply chain/ordering teams

Decision Making Authority

- To highlight risk within the forecast.
- To identify opportunities for best practise and improved efficiencies.

SECTION 3 : NEED TO KNOW

Essential

Desirable

Qualifications

Formal education, professional qualifications or accreditations from industry bodies

- Degree standard
- Good GCSE and GCE qualifications

Skills & Knowledge

Technical, specialist or professional skills required, indicating level of expertise

- Knowledge of forecasting
- Proven experience with analysis and planning
- Results focussed
- Proven influencing skills and team focus

- Business focus

Experience

Type and length of functional/professional experience required to achieve key deliverables (2)

- 2-3 years Demand Planning / Supply Chain Planning experience

- Experience using key customer websites

Preferred Background

Ideal Companies or sectors the candidate may have worked for

- FMCG

- Drinks sector

SECTION 4 : NEED TO DEMONSTRATE

COMPETENCY	Score (1, 2 or 3)	Description (i.e. why those scored '3' are critical to the role)
Business Acumen	2	
Analytical Thinking	3	
Effective Decision Making	2	
Planning & Organising	3	
Communication Skills	2	
Teamwork	3	
Driving For Results	3	



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Self Development		
Managing Performance		

Job Holder (name/signature) Date:

Manager (name/signature) Date:

ExexComm Member (name/signature) Date: