

# JOB DESCRIPTION

Date:

2019

Department:

Demand and Supply Planning

Title:

Demand Planner

Location:

Benelux – Netherlands

Mission: Utilize analytical tools and data to maximize sales while keeping inventory at appropriate levels across the retail outlets

<b><u>Key Result Areas</u></b>	<b><u>Time Utilization</u></b>
1. Own and Manage Forecast	40%
2. POS and Shipment Forecast	35%
3. Reporting and Analysis	25%
Total Time Utilization	100%

## **Position Requirements**

Education/Experience:

- 5+ Years' experience in sales analysis, Modular Analysis, and Inventory Replenishment
- Bachelor's degree in Business Administration, Analytics
- Advanced knowledge of Power Point, Excel, and Word
- Analytical ability to translate complex data into concise business issues/opportunities
- Self-Motivated individual with the ability to sustain a consistent High Level of service across all relevant departments.

Skills/Knowledge/Ability:

- Knowledge in Retailers business systems and procedures
- Knowledge and skills of planning and forecasting using advanced planning systems such as Logility, SAP APO, Demantra, etc.
- Advanced knowledge Windows PowerPoint, Excel, and Word programs.
- Analytical ability to translate complex data into concise business issues/opportunities
- Self-Motivated individual with the ability to sustain a consistent High Level of service across all relevant departments.
- Good organizational skills
- Ability to forecast based on current or historical POS trends
- Detail oriented
- Strong communication and collaboration skills

## **Key Result Areas and Activities**

### **1. Own and Manage Forecast**

- Provide Executive Management, Marketing, and Product Development with actionable market information to refine brand strategies and execution at retail
- Compile and evaluate a market-based and event-driven forecast for in-line products, new products, business development and market assessment

- Utilize available sources of customer data available for forecasting and supply chain management to effectively mine and summarize data for interpretation
- Measure and evaluate the effectiveness of protocols, programs or deliverables; compare measurement results to standards and make recommendations for future planning
- Maintain and monitor market shares corporately
- Act as subject matter resource for demand planning among team and cross-functionally

## **2. POS and Shipment Forecast**

- Report and monitor media impact on POS at retail on a weekly basis
- Partner with internal customers such as product commercial/marketing, finance, brand management, sales, and customer marketing to collaborate on forecast recommendations or exit strategies
- Understand how sales trends, promotional activity and shipment patterns will affect demand and make appropriate recommendations to forecasts
- Work with marketing and sales to provide supporting data required to translate rolling forecast into financial models
- Evaluate and report national TV support campaign ROI for US market

## **3. Reporting and Analysis**

- Maintain cross reference tables that link retailer data cleanly with MGA data for smooth, accurate reporting
- Support model creation for annual volume budget process as needed for customer marketing teams
- Provide system and process training to other key members in organization