



**Position:** Demand Planner

**Reports to:** Director, Forecasting and Planning

**FLSA Status:** Exempt

The Demand Planner is responsible for maintaining the forecast in the ERP system and the daily management of forecast operations, coordination with marketing and sales on forecast requirements, analyze forecast vs. usage while maintaining service levels and reducing inventory levels, assists with project releases, planning and scheduling, improve processes and reduce costs.

**Primary Functions:**

- Facilitate the consensus process on a monthly basis between Customer forecasts, gathered by sales together with Marketing forecasts developed by product managers.
- Document and challenge forecast assumptions based upon the analysis of market data, industry statistics and market dynamics.
- Measure and report forecast accuracy at customer, market and product levels.
- Maintain and use the forecast error data to quantify inventory strategies required to meet customer service targets.
- Manage the integration of information between various systems as well as ensuring that new product and discontinued product are added or removed from the system.
- Analyzes historical product demand patterns, trends and other business information in the development of monthly demand plan
- Revise demand plan and recommend changes on a monthly basis based on actual usage, trends, wins/losses, new product introductions, and revised sales plans.
- Reviews and analyzes large amounts of planning data to prepare reports and recommendations for management review and decision making
- Collaborates with key partners in marketing, sales, and finance to obtain consistent demand plan inputs and address input gaps that may arise
- Be the day-to-day point of contact for Supply planning, including the master scheduler, to manage change and balance supply and demand to achieve the optimal balance of customer responsiveness and production stability. Assist in the resolution of issues involving order promising, deviations to planned finished goods inventory levels, establishment and utilization of safety stock, and customer delivery difficulties. Participate in the development of what-if simulations to resolve demand/supply balances.
- Works to identify new demand planning techniques and methodologies and to upgrade/simplify existing demand planning models and tools as necessary
- Works with production planning and inventory planning to translate the demand plan into an operational plan
- Ensures successful customer promotion execution through effective planning and leveraging of key customer event inputs
- Identifies, recommends and leads continuous improvement projects to improve service levels, utilization of inventory and process efficiency
- Meets regularly with cross-functional partners to discuss the impact of key company objectives and initiatives, new product and service introductions, promotions, and seasonal planning will have on inventory, the distribution network and vendors.
- Engages in forecasting of new item launches from ideation to production to ensure success
- Aids in the communication flow of changes to forecast and disseminates information to all stakeholders accordingly
- Reports on forecast accuracy and does necessary analysis to determine root cause of error in an effort to continuously improve numbers
- Work with Inventory Analysts on obsolescence reviews and act as point of first contact for problem resolution
- Identifies ways to improve forecasting processes and tools
- Tracks and reconciles weekly/monthly metrics versus established targets
- Supports annual planning process

### **Qualifications/Skills and Knowledge Requirements**

- Bachelor's degree in Supply Chain, statistics, finance or other mathematically related fields.
- 2 – 3 years experience in production/inventory/forecasting environment
- Experience with any forecasting application software
- Strong analytical skills and statistical knowledge with thorough attention to detail
- Demonstrated strong verbal and written communication skills
- Review inventory turns by category and provide reports for trend analysis
- APICS certified (American Production Inventory Certification Society) a plus.
- Strong analytical and process management skills
- Extensive knowledge of Excel, PowerPoint, and Word