

Purpose: The Demand Planner is a key operational role responsible for generating accurate and timely demand forecasts to support our retail business. This position is crucial for ensuring optimal product availability while helping to minimise waste and costs within the supply chain. The Demand Planner will use a combination of historical data, commercial insights, and a keen understanding of retail trends to create effective forecasts

- **Reporting To:** Senior Demand Planning & Inventory Manager
- **Essential skills and experience:**
 - **Forecasting & Data Analysis:** Proven ability to analyse sales data, identify trends, and use a variety of forecasting techniques to create accurate demand plans.
 - **Retail Acumen:** A solid understanding of retail operations and the factors that influence consumer demand, such as seasonality and promotional activity.
 - **Technical Skills:** Competence in using forecasting and replenishment software, as well as a high level of proficiency in Microsoft Excel.
 - **Communication:** Clear and effective communication skills, able to present forecasts and insights to commercial and supply chain stakeholders.
 - **Problem-Solving:** Proactive problem-solving skills with the ability to identify and address forecasting issues.
- **Qualifications:**
 - A degree in a quantitative field such as Mathematics, Business, or a related discipline is desirable.
 - Relevant experience in a demand planning, forecasting, or a similar analytical role, preferably within a retail or FMCG environment, is essential.
- **Role Levelling:** P2

We make a *difference* to Members & customers

✓ Area of responsibility:

- Generate and manage accurate demand forecasts for assigned product categories, ensuring optimal product availability in our stores.
- Collaborate with commercial and marketing teams to incorporate promotional plans and new product launches into forecasts to prevent out-of-stocks and overstocks.
- Monitor store-level performance to ensure the forecast is aligned with actual customer demand.

✓ Measures of success:

- **Forecast Accuracy:** Consistent achievement of forecast accuracy targets (e.g., MAPE - Mean Absolute Percentage Error, WMAPE - Weighted Mean Absolute Percentage Error).
- **Service Level:** A measurable reduction in out-of-stocks on key products within the assigned categories.
- **Customer Satisfaction:** Positive feedback related to product availability in stores.

We're *better* every day

✓ Area of responsibility:

- Continuously review and refine forecasting models and methods to improve accuracy and efficiency.
- Participate in the S&OP (Sales and Operations Planning) process, providing data-driven insights to inform cross-functional planning.
- Stay current with industry best practices in demand planning and contribute to the development of the team's capabilities.

✓ Measures of success:

- **Process Efficiency:** Reduction in the time required to generate and validate forecasts.
- **Forecast Improvement:** Measurable year-on-year improvement in forecast accuracy.
- **Personal Development:** Active participation in training and upskilling to enhance forecasting and analytical abilities.

We're a *caring* community

✓ Area of responsibility:

- Ensure forecasts and inventory recommendations help to minimise food waste and obsolescence throughout the supply chain.
- Work with the Senior Demand Planning Manager to ensure forecasts for local suppliers' products are as accurate as possible to support their businesses.
- Communicate with the wider team to foster a supportive and collaborative environment.

✓ Measures of success:

- **Waste Reduction:** Measurable reduction in product waste and obsolescence within the assigned categories.
- **Supplier Collaboration:** Positive collaboration with local suppliers to meet their supply chain needs.
- **Team Wellbeing:** Positive engagement with colleagues in a supportive working environment.

We work together with *purpose*

✓ Area of responsibility:

- Collaborate with the Senior Merchandising, Technology & Analytics Manager and commercial teams to ensure demand plans are aligned with category and business strategies.
- Provide clear and concise reports and analysis to senior management and key stakeholders.
- Actively contribute to cross-functional projects that impact demand, such as a new store opening or a new supply chain initiative.

✓ Measures of success:

- **Strategic Alignment:** Clear evidence that demand plans support broader commercial and business objectives.
- **Cross-Functional Collaboration:** Positive feedback from commercial and merchandising teams on communication and partnership.
- **Project Contribution:** Successful contribution to key projects, ensuring demand is accurately forecasted.