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# Example of Demand Planner Job Description

Our growing company is hiring for a demand planner. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for demand planner

* Collaborate with R&D, Procurement, Marketing, Operations, Finance and 3PLs in developing forecasts for new items, promotions, and end of life items
* Prepare and support monthly collaboration meetings for key accounts to align
* Develop annual, monthly and daily demand plans and forecasts for online businesses
* Advise planning, merchandising and marketing partners of demand sales opportunity and risk
* Develop and maintain demand sales performance reporting to key stakeholders
* Maintain key business events calendar including sales events
* Act as liaison with Canada, Latin America ,Europe and Asia as required
* Responsible for ensuring accurate, timely forecasts are delivered to the business on relevant brands for core lines, NPD and promotional volumes across the agreed planning horizon
* Responsible for communication of forecasts and resolution of issues at key business meetings
* Working collaboratively and cross-functionally to understand and deliver the brand / customer requirements

## Qualifications for demand planner

* Support the Commercial Team in the creation of forecasts and inventory requirements with particular focus on baseline, promotional management, new product introduction / discontinuations and product code change overs
* Build up knowledge of relevant customers in relation to promotional forecasting understanding the demonstrated behaviour for buy-in, adherence to agreed dates, customer forecast accuracy
* Challenge the Commercial Team on their proposed volumes using fact based information
* Highly analytical with an aptitude for interpreting and utilizing data to improve the quality of the forecast and propose a point of view
* Fundamental knowledge of all aspects of Supply Chain – Inventory, procurement, lead times, production
* Providing historical and forward analysis on the specific section of business by sku, brand and customer