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# Example of Senior Manager Planning Job Description

Our company is growing rapidly and is looking for a senior manager planning. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for senior manager planning

* Liaise with engineering team to maximise self-delivery potential & mobile workforce development
* Progressively develop and manage a small asset planning team, motivate and coach
* Provide a strategic lead on Consumer Insight for the Cereal Portfolio, category, brand insight and research across W.E
* Develop a Consumer Insight Strategy based on an EU Knowledge Agenda that will shape the Portfolio and Brand Development to frame the commercial planning process
* Procure, shape and align Consumer Insight across the EU to deliver a central strategic view of the Brand that leads to actionable in-market strategies
* Lead the ongoing implementation of the Insight strategy for Breakfast portfolio
* Critical assessment and shaping of the marketing strategy using integrated insight to EHQ consolidating all European Markets ensuring optimal delivery of insight to the business to drive profitable growth
* Lead the annual development of Insight budget to meet the needs of the Eu business
* Lead and Manage with sole accountability on all projects and contracts with research suppliers, ensuring best possible solutions to meet business needs, developing and experimenting with new solutions, and driving for added value
* Support the Brand Communications Development through inspiring effective assignment and creative briefs and supporting execution and evaluation through an integrated view of in-market performance based on evaluation and ROI

## Qualifications for senior manager planning

* 3+ years of Network Planning experience required
* 3+ years of Domestic Planning experience Domestic scheduling experience preferred
* Orchestrate and ensure that delivery VP's business operations/routines run smoothly
* Able to visualize, articulate, and condense complex initiatives, problems, concepts, , into concise, easily understood updates and/or presentations
* Proven experience of leading marketing strategy function >10y
* Proven experience of leading large teams >10y