

Job Title: Supply and Demand Planner

Department: Customer Service & Logistics

Location: Based at HQ in Berrechid

Direct report: Supply Planning & Primary Logistics Manager

Summary:

As a Supply & Demand Planner, you will play a key role in ensuring the right products are available at the right time by managing demand forecasts and optimizing stock levels. Working closely with Sales, Trade Marketing, and Marketing teams, you will analyze market trends, oversee inventory planning, and collaborate with supply chain partners to maintain seamless product availability. Your role is critical in supporting business growth and ensuring an efficient flow of goods across the distribution network.

Key Responsibilities:

- Analyze historical sales data, consumer trends, and market insights to develop accurate demand forecasts.
- Collaborate with cross-functional teams to incorporate input on promotions, product launches, and seasonal trends.
- Continuously update and refine forecasts based on real-time market dynamics and sales performance.
- Ensure alignment between demand forecasts and supply plans to prevent overstock.
- Coordinate with production, logistics, and procurement teams to optimize stock levels and maintain supply chain efficiency.
- Place and monitor purchase orders with suppliers to guarantee timely deliveries.
- Oversee the preparation and execution of promotional packs and special product configurations.
- Work closely with warehousing and distribution teams to manage stock movement and minimize obsolescence.
- Track forecast accuracy and analyze deviations, identifying improvement opportunities.
- Initiate the creation of product codes and follow up with relevant teams.
- Implement demand planning best practices and contribute to the continuous improvement of supply chain processes.

Qualifications:

- Master's degree in supply chain management, Logistics, Business Administration, or a related field.
- Previous experience in demand/supply planning, preferably within the FMCG industry.
- Strong proficiency in Excel and other demand planning tools.
- Ability to work in a team and communicate effectively.
- Strong analytical and detail-oriented skills.

