



POSITION DESCRIPTION

Position Title:	Demand Manager
Cluster / Business Unit / Division	Nuclear Business
Section or Unit:	Organisational Excellence
Classification:	Band 8
Job Family:	Administration
Position Description Number:	PD-1718
Work Contract Type:	Professional
STEMM/NON-STEMM:	NON-STEMM

POSITION PURPOSE

The primary objective of the Demand Manager role is to establish the Unconstrained Demand for ANSTO as part of the monthly Integrated Business Management (IBM) process to enable comprehensive organisational planning & ensure optimum business outcomes. This is achieved through a structured set of meetings culminating in a monthly demand review.

In the event that supply is unable to meet the unconstrained demand the Demand Manager will work with Supply and the Executives responsible for demand to agree on the constrained demand plan.

The role must work closely with the other Organisational Excellence facilitators (OE Diamonds) to drive integration and alignment between the plans in the Product, Demand & Supply areas, on a monthly basis, address alignment issues and gaps to commitments through the integrated reconciliation process and create the whole of ANSTO plan that will be presented for approval at the IBM meeting.

The primary focus of the Demand Manager is working to establish the correct Unconstrained Demand with the Managers responsible for the demand on our commercial products, the research streams of NST & the output capabilities of the Enabling Cluster. The demand manager will partner with Sales Teams to ensure alignment on strategy, resources, and KPIs, driving optimal sales conversions throughout the Marketing/Sales process. To be effective the Demand Manager must work with the Product & Supply Portfolios to ensure new opportunities are developed and included at the appropriate time so the optimum outcomes for ANSTO are achieved. The Demand Manager will work closely with the Supply manager to achieve Costed Supply Plan options for ANSTO.

ORGANISATIONAL ENVIRONMENT

ANSTO is the national organisation for nuclear science and technology. We focus on undertaking leading edge research, delivering innovative scientific services and providing specialised advice to government, industry, academia and other research organisations.

The Demand function is unique in that ANSTO has a Commercial cluster (NB) which derives revenue and margin from products and services, including radiopharmaceuticals in Australia and overseas, Consulting services to minerals and mining organisations and a world leading NTD silicon service. In addition demand is generated through the research cluster (NST) which delivers on 3 key research themes and supports multiple users through access to landmark infrastructure delivering collaborative research outcomes and revenues through commercial interactions and grants., Nuclear operations while mainly operating as a supplier has internal capability that can generate revenue through external demand Finally an Enabler cluster which provides agreed services & support to the other business clusters and has the potential for external revenue through commercialisation of some internal capabilities as well as the revenue stem generated from Tenants The Demand Manager must ensure that the Demand

requirements are identified for each of these functional areas and that an integrated approach is applied. A traditional Demand function would normally only be applied to the Commercial operation.

ACCOUNTABILITIES & RESPONSIBILITIES

Key Accountabilities

This role will interact with all ANSTO Clusters and Units as it needs to work with key personnel in each area to establish the “Unconstrained Demand” for their areas to enable organisation planning to occur.

- Utilising expert and specialist expertise, lead the monthly demand review process with key stakeholders to establish the true unconstrained demand by the various ANSTO business units, to optimise outcomes through correct planning and execution and to ensure strategic alignment.
 - Commercial Business units (Health, Silicon, ANM, Minerals, Radiation Services, Petnet)
 - Collect and collate data, at the detailed and aggregate levels, from the Sales and Marketing team, customers, the market-place
 - Provide expert advice through insightful, deterministic reporting to the business to influence the market and drive strategic and long term business decisions
 - Develop and control the pricing / mix analysis for products and customers
 - Manage the discussion across the commercial sales and marketing functions to identify and resolve issues and challenges arising through the demand process. Liaises with the Product and Supply teams on integrated business planning as well as managing the day to day issues.
 - Review and analyse forecast results strategically in relation to business Goals & Objectives. This includes identifying product or market trends, providing business managers with observations of forecast directions, reporting on division and product family comparisons against budget, assisting Sales & Marketing with the development of consolidated business plans
 - Provide input to the Sales Plan through the integrated business demand review.
 - NST Cluster
 - Express the Demand for Research in terms which prioritise the Demand according to Business Goals & Objectives & allow comprehensive planning of resources & landmark infrastructure. These will include both financial and non-financial value. Supported by the Finance Manager NST
 - Identify and develop commercial opportunities from NST
 - Capture forecast revenues from Grants funding
 - Nuclear Operations & Enabling Clusters
 - Establish unconstrained demand generated through operations. .
 - Ensure Demand is expressed in a manner that it can be easily understood by ANSTO staff so they know how to influence and implement.
 - Identify and capture revenue generating site wide operations can be forecast within the demand process
- Produce the Monthly Demand Pack for the Demand meeting in a form that focusses on the opportunities & challenges to the Demand forecast. Establish and maintain forecast performance measurement and evaluation (e.g. KPI's) which are presented in the pack
- Ensure that accountable GM's, sales, marketing and business development executives include GAP closing strategies for all variances
- Provide expert, clear and pro-active advice to the relevant GM's through the Demand and Reconciliation review process to ensure business critical issues are addressed early
- Provide input to the strategic business unit plans across ANSTO, assist with their implementation and utilise information on unconstrained demand to highlight opportunities for changes/improvements to these strategic plans

- Ensure data integrity and quality by reviewing data, identifying unusual occurrences, seeking explanations and assisting in developing corrections to prevent reoccurrences.
- Ensure demand assumptions are documented, clearly communicated and understood and the assumptions, and activity plans that support them are the drivers behind the figures
- Ensure constrained Demand plans are correctly incorporated into the ABPS forecast and the Corporate planning process
- Identify cross functional opportunities through the Demand process
- Work with the Product & Supply diamonds to ensure current 24 month + plans for ANSTO are aligned across all functions and that the plans deliver the ANSTO operational, financial and strategic commitments. Where there are gaps between current plans and operational, financial and strategic commitments the OE diamonds work with the accountable executives to identify the root causes so that the executives can take action to close the gap.
- Report abnormal demands as they arise
- Provide coaching and develop all personnel to achieve high potential
- Maintain high level of collaboration with all clusters and divisions

Decision Making

This role will work with senior roles across ANSTO. The position will be required provide data and documented assumptions to support the unconstrained Demand presented in the OE cycle.

This will often be a collaborative approach after discussions with multiple stakeholders. The role has the authority to challenge any assumptions supporting the Demand Plan. The position works within a framework of OE Business Process & Procedures. Within this framework the position has some independence in determining how to achieve objectives, including deciding on methods and approaches, operations, project planning and allocation of resources.

- The ANSTO values, organisational corporate plan, business plan, operational excellence program, the ANSTO strategy and objectives provide the context for the position.
- The position is fully accountable for the accuracy, integrity and quality of the content of advice provided to OE business process, and is required to ensure that decisions are based on sound evidence, but at times may be required to make effective judgements under pressure or in the absence of complete information or expert advice.
- The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

Key Challenges

The key challenge of the role will be the interface with demand, supply and portfolio/product based roles within ANSTO (which will include all levels of management at time) to produce a Demand forecast which accurately represents the unconstrained Demand for the whole of ANSTO, and in the event of supply constraint, a constrained Demand plan that will provide the basis for the other operational and financial plans in the organisation

- Develop strong working relationships across ANSTO to facilitate broad input and assistance with business analyses.
- Develop strong working relationships with the OE Diamonds to ensure
 - the smooth, formal transfer of plans and information through the monthly OE planning cycle
 - Effective identification and resolution of issues (at the lowest practicable level) through the Integrated Reconciliation process
- Continually review and improve the quality of the information available to support financial analyses.

- Work with the Group Executives to manage to achieve Demand targets and drive various improvement programs.
- Develop an integrated demand forecasting capability for the organisation
- Lead and manage the Demand process changes required to deliver Oliver Wight “Class A” Capable Integrated Business Planning accreditation
- Liaise with the Demand team to prepare procedures and training material

KEY RELATIONSHIPS

This role will work across the whole of ANSTO to establish the Demand plan.

Who	Purpose
Internal	
Managers/Executive/OE Diamonds	<ul style="list-style-type: none"> • Receive guidance and direction • Provide expert, authoritative and evidence based advice • Produce the Demand Plan for each business Unit and Cluster • Negotiate and report on assumptions to support Product, Demand & Supply plans and resources consistent with strategic goals and objectives • Recommend and gain endorsement for the Demand plan
Business Unit team members	<ul style="list-style-type: none"> • Provide expert advice and analysis on a full range of matters • Contribute to group decision making processes, planning and goals • Collaborate to Develop OE Demand and Supply and share accountability • Negotiate and resolve conflicts
Direct Reports	<ul style="list-style-type: none"> • N/A
Other departments	<ul style="list-style-type: none"> • As required in the Demand process
External	
Oliver Wight	<ul style="list-style-type: none"> • OE accreditation
Customers	<ul style="list-style-type: none"> • To determine and confirm demand • Develop opportunities

POSITION DIMENSIONS

As the Demand Manager (Diamond) the role is ultimately responsible to the ANSTO Executive even though the role reports directly to the GM Nuclear Business. But as the role is responsible for Demand for all clusters there is also a clear accountability to every ANSTO Cluster to publish the Unconstrained Demand on a monthly basis and work with The Supply Diamond to agree the Constrained Supply plan. There are no staff direct reports but the role will work with ANSTO staff across the organisation.

Staff Data	
Reporting Line	Reports to the Group Executive Nuclear Business
Direct Reports	N/A
Indirect Reports	N/A

Financial Data (2015/2016)	
Revenue / Grants	
Operating Budget	
Staffing Budget	
Capital Budget	
Assets	

Special / Physical Requirements	
Location:	Lucas Heights Working in different areas of designated site/campus as needed
Travel:	May be required travel to ANSTO sites from time to time
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer) Public speaking
Hours:	Willingness to work extended and varied hours based on operational requirements
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements Obtain and maintain appropriate federal government clearance

Workplace Health & Safety	
Specific role/s as specified in AG-2362 of the ANSTO WHS Management System	All Workers Managers / Leaders / Supervisors Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties

ORGANISATIONAL CHART

To Be Prepared

KNOWLEDGE, SKILLS AND EXPERIENCE

- Degree in Sales, Marketing or Finance or other suitable tertiary qualifications
- Post Graduate qualifications including CPA, CA, Masters of Business Administration or other relevant qualification
- Extensive experience working in a manufacturing environment with exposure to all facets of the organisation (i.e. Sales, Marketing, Finance and Supply Chain).
- Extensive experience in pricing and costing, preferably for regulated products
- Strong interpersonal skills and demonstrable influencing ability
- Comprehensive knowledge, understanding and extensive experience in Sales, Marketing or Finance role
- Highly developed commercial acumen and ability to influence to improve commercial conditions for the organisation.
- Strong analytical and modelling skills, while also being results driven and possessing strong levels of initiative in dealing with any issues
- Ability to establish and maintain good working relationships with stakeholders to deliver on business outcomes
- Sound judgement, ability to think strategically, influence and negotiate. Proven experience providing complex and detailed demand planning advice to Executives which is used to influence strategic business plans
- Experience mentoring, coaching and managing the performance of staff & stakeholders
- Advanced knowledge in Microsoft Office and SAP modules for Logistics, Production, Product Costing and Profitability Analysis

- Advanced Excel user,
- Flexibility in approach to work with strong team and customer focus
- Displays a high level of interactive verbal and written communication skill,
- Desire to seek continuous improvement, a track record of success in streamlining process and an understanding of 'Class A' principles

VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position.

Line Manager	Delegated Authority
Name:	Name:
Title:	Title:
Signature:	Signature:
Date:	Date: