



# Heidenheim an der Brenz Talent Market Insights Report

Deputy-Branch Manager (m|w|d) role

## Dashboard Overview

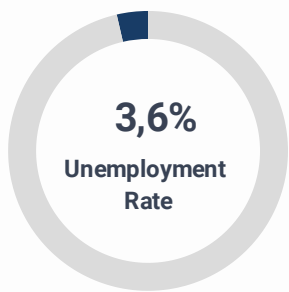
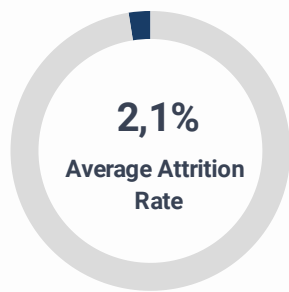
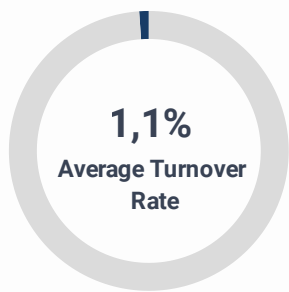
A concise snapshot of essential data, empowering quick insights and informed decision-making.

## Appendix A: Charts and Graphs Overview

A concise compilation of visual representations, offering supplementary insights and enhancing data comprehension.

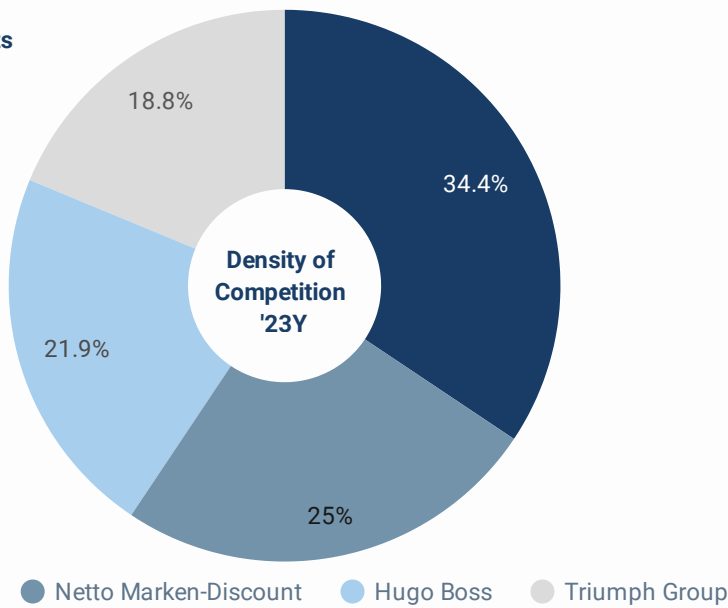
## Appendix B: Key Data Inquiries

Appendix B serves as a concise summary of the answers we have given on the dashboard, allowing for efficient retrieval and analysis of the data.



| Explore the presence of four major counterparts in the field of retail management and its affiliated sectors,

with each having a significant presence in the talent market in Heidenheim.

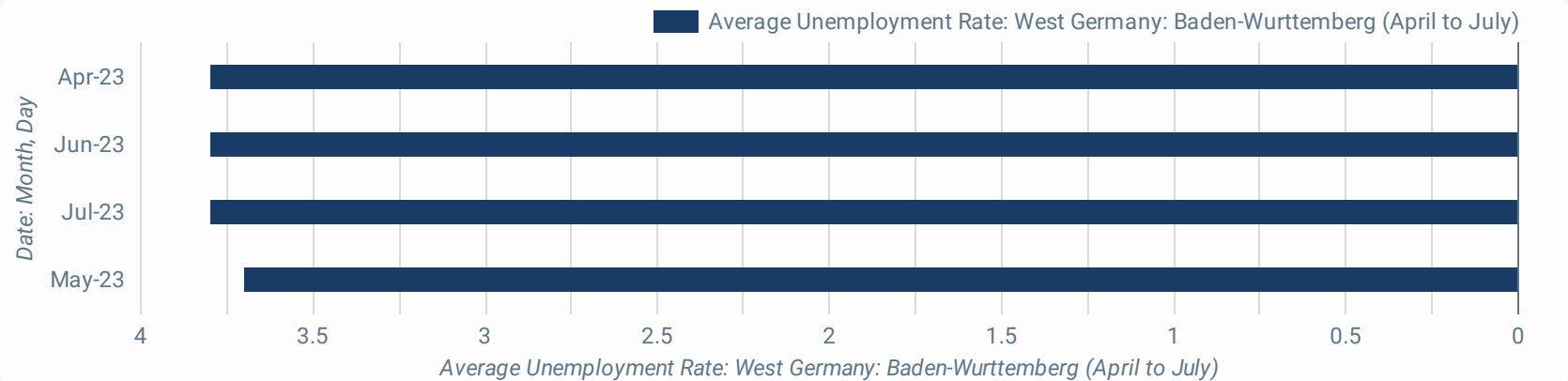
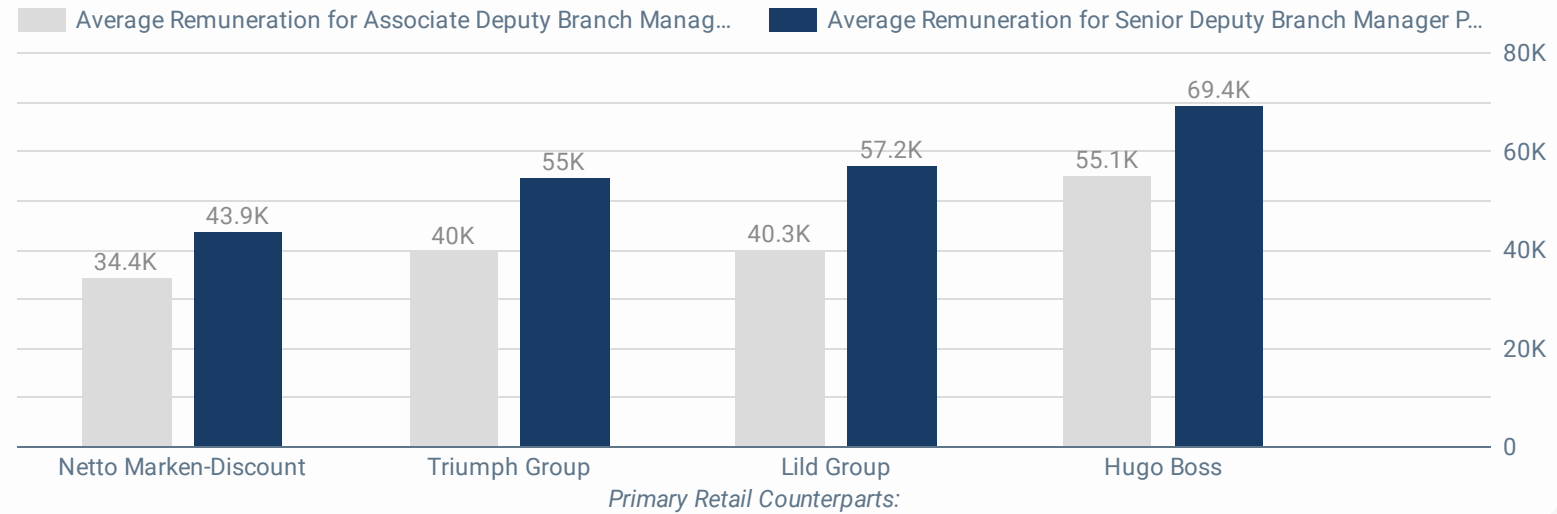


Average Diversity and Inclusion Rate for Heidenheim in Retail Management

4.2

Median Tenure of Employees for Heidenheim in Retail Management

1.8



| Years Occupied in Current Position (2023) :  
| Heidenheim, Baden-Württemberg

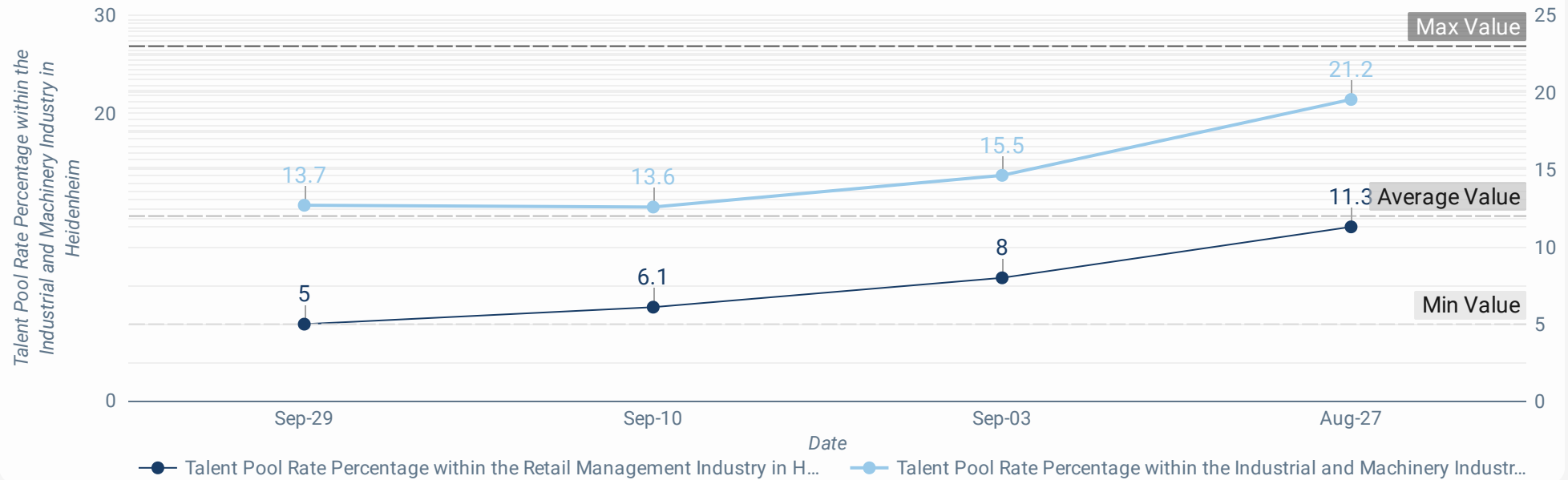
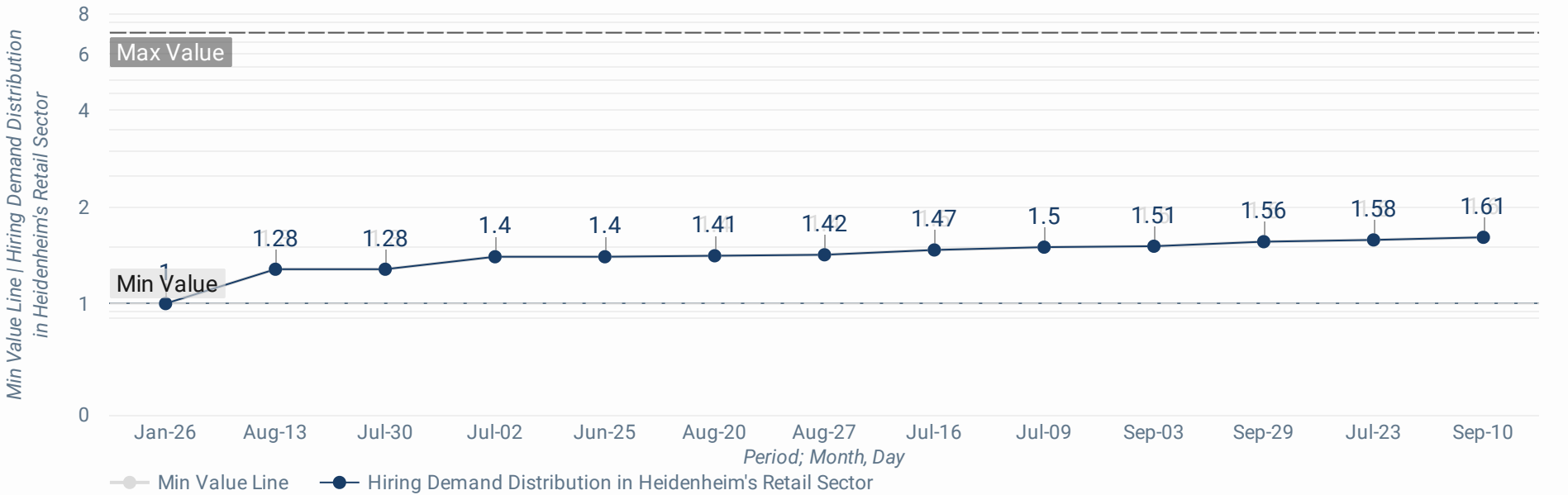
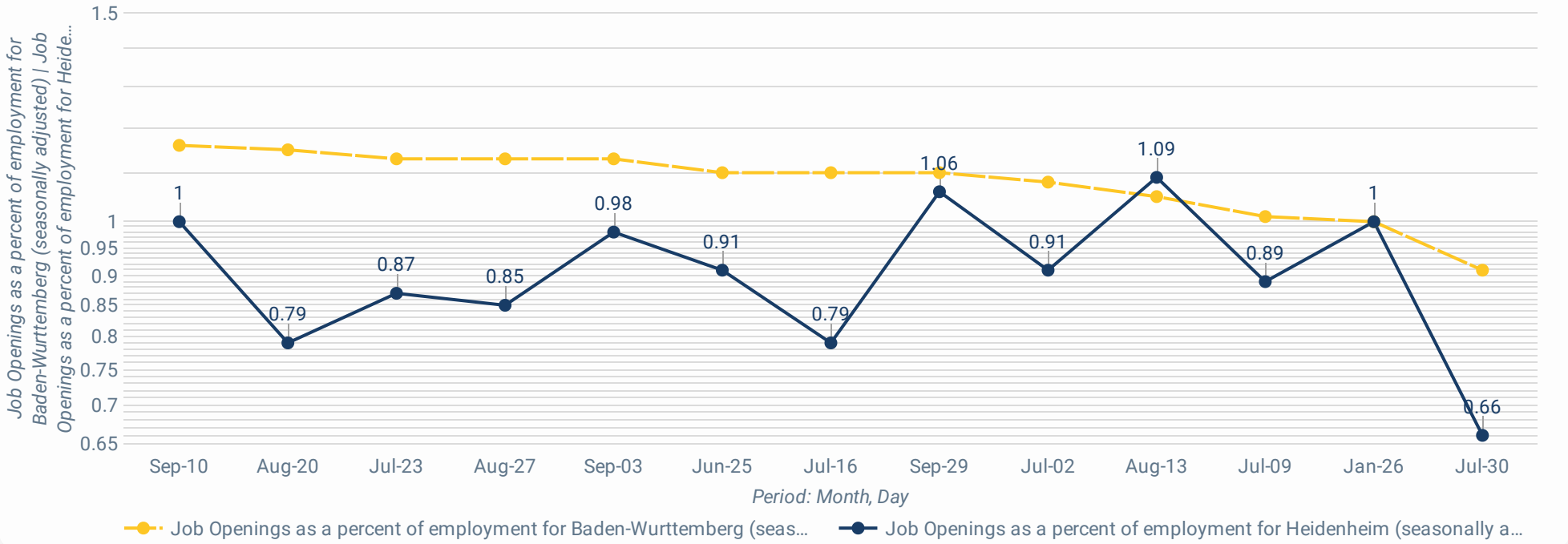
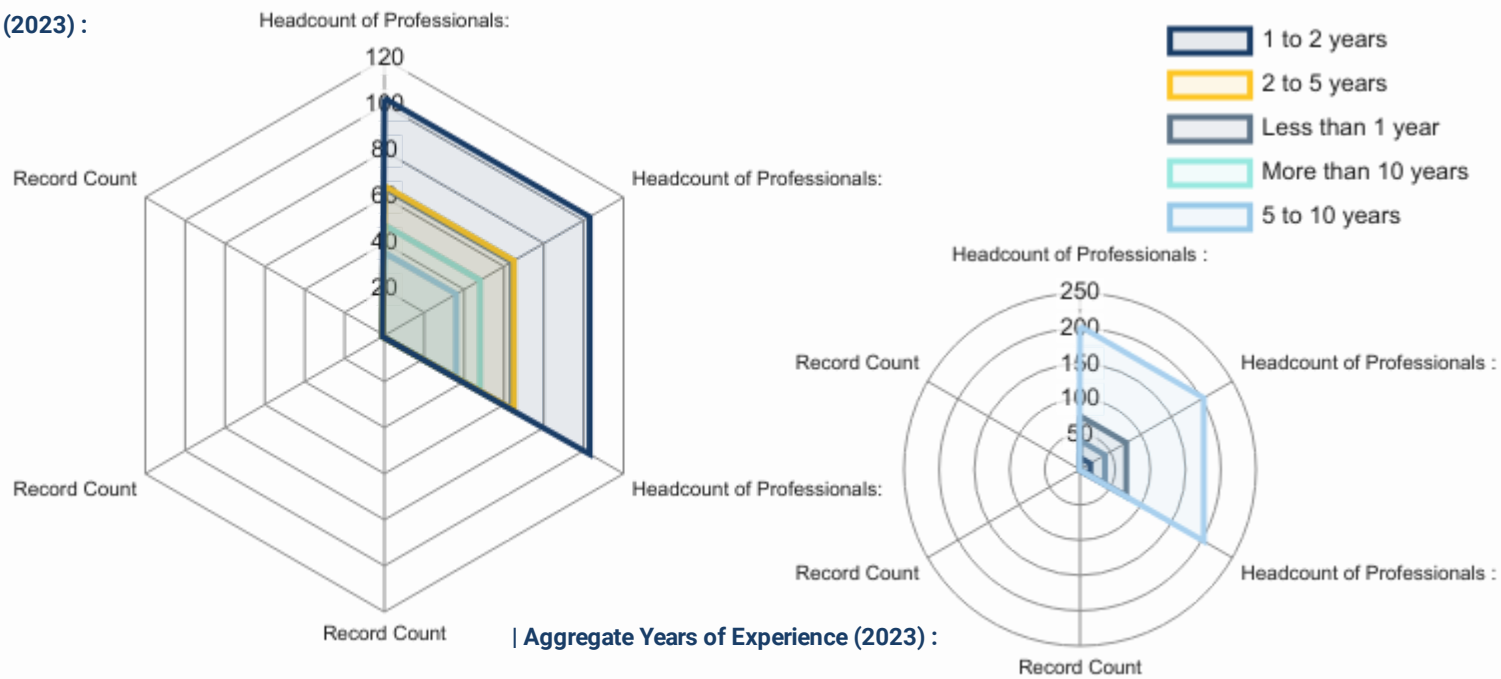




CHART TITLE I: DENSITY OF COMPETITION INSS: DONUT CHART:

The donut chart featured on page two **(2)** offers a comprehensive overview of the competition density concerning hiring demand among the primary counterparts vying for the Deputy Branch Manager position, with a particular emphasis on Heidenheim. After a meticulous analysis of the available data spanning the last 12 months, we observe a moderately uneven distribution of the talent pool density among the major employers. Lidl Group emerges as the dominant player, commanding a substantial **34.4%** share, indicative of its prominent presence in this arena. Following closely, Netto Marken-Discount claims a **25%** share, while Hugo Boss secures 21.9%. Triumph Group maintains an **18.9%** share. These findings highlight a noteworthy competitive intensity within the Deputy Manager role, particularly at Lidl Group, shedding light on a significant pattern prevailing across the industry.

CHART TITLE II: HEADCOUNT ANALYSIS: DURATION IN CURRENT POSITION INSS: RADAR CHART:

The radar chart featured on page two **(2)** offers a comprehensive overview of the cumulative professional tenure among individuals currently holding the position of Deputy Branch Manager at Heidenheim. This visually engaging chart not only elucidates the distribution of professionals across various experience durations within their current roles but also provides valuable insights into the headcount associated with this position. This, in turn, facilitates a holistic understanding of the composition of the workforce in this specific role. Noteworthy in the chart is the conspicuous presence of a substantial cluster of professionals, totaling one hundred and three **(103)** individuals who possess **1 to 2 years of experience** in their current positions. This highlights a significant group of well-versed practitioners within this experience bracket. In contrast, the chart reveals a comparatively smaller concentration of professionals, specifically forty-eight **(48)** individuals, who have accumulated **over 10 years of experience** in their current roles. This suggests a relatively limited representation of professionals at the advanced stages of their careers within the Deputy Branch Manager role.

CHART TITLE III: TOTAL YEARS OF PROFESSIONAL EXPERIENCE BASED ON HEADCOUNT INSS: RADAR CHART:

The radar chart featured on page two **(2)** offers a comprehensive overview of the collective professional experience accumulated by individuals currently holding the position of Deputy Branch Manager in Heidenheim. This visually compelling chart not only presents a detailed distribution of professionals across various experience tiers but also provides insightful data regarding the headcount associated with this role. Consequently, it enhances our understanding of the workforce dynamics within this specific position. Of notable significance, the chart highlights a substantial concentration of professionals, totaling two hundred and three **(203)** individuals who possess **more than 10 years of experience**. This underscores the presence of a robust pool of seasoned practitioners within this particular experience bracket. In contrast, the chart also reveals a relatively smaller concentration of professionals, numbering only a few individuals who have less than one year of experience. This indicates a comparatively limited representation of professionals in the early stages of their careers within the Deputy Branch Manager role.

CHART TITLE IV: HEIDENHEIM RETAIL SECTOR – HIRING DEMAND DISTRIBUTION INSS: LINE CHART:

The line chart featured on page two **(2)** offers an extensive visual representation that clarifies the hiring demand trends associated with the Deputy Branch Manager position throughout several months of the current year. The primary focus is on gauging the average hiring demand percentage within the Heidenheim retail jobs sector market. The data reveals a consistent and stable demand for this position from January to July of this year. However, it is noteworthy that in September of the same year, there was an increase in the demand rate from **1.5%** to **1.6%**. This signifies a notable **1% out of 100%** increase in the demand for the Deputy Branch Manager position within the job market, which is indeed a positive development.

HART TITLE V: RETAIL VS. MACHINERY INDUSTRY TALENT POOL RATES IN HEIDENHEIM INSS: LINE CHART:

The line chart featured on page two **(2)** provides a comprehensive representation of the talent pool size comparison between the retail management and industrial machinery industries for the Deputy Branch Manager position in Heidenheim, specifically for the month of September. An in-depth analysis of the presented data reveals a clear and noticeable disparity between these sectors. The industrial machinery sector stands out prominently, exhibiting a significantly higher presence of candidates, accounting for **21.2%** of the talent pool, particularly in September of this year. In contrast, the representation from the retail management sector is notably lower, with only **11.3%** of candidates in the same month. This discrepancy underscores the fact that, on platforms like LinkedIn and Indeed, there is a more substantial pool of candidates from the machinery and industrial engineering sectors compared to the retail or related industries.

CHART TITLE VI: AVERAGE COMPENSATION FOR ASSOCIATE AND SENIOR DEPUTY BRANCH MANAGER ROLES INSS: COMBO CHART:

The combo chart featured on page two **(2)** provides an in-depth analysis of the average compensation associated with both the Associate and Senior Deputy Branch Manager roles. Notably, Hugo Boss secures the top position with the highest annual salary of **55,100 euros** for the Associate Deputy Branch Manager position, while Netto Marken-Discount lags behind with a relatively modest annual salary of **43,400 euros**. Shifting our attention to the Senior Deputy Branch Manager role, Lidl Group and Hugo Boss stores align at a salary level of **57,200** and **69,400 euros** per year, respectively. However, a subtle variation emerges as Netto Marken-Discount offers a slightly lower salary of **43,900 euros** per year for the Senior Deputy Branch Manager position. A comprehensive analysis is warranted to decipher the implications of this data. The presented data provides valuable insights into the diverse landscape of compensation for both associate and senior deputy manager roles across various retail competitors. Hugo Boss's position as the leader in compensation for Associate Deputy Managers reflects a strategic approach aimed at attracting top-tier talent within the industry. Conversely, Netto Marken-Discount's position at the lower end suggests a potential emphasis on other aspects of employment beyond financial remuneration. In the context of senior deputy manager positions, the alignment of Lidl Group and Hugo Boss at a salary benchmark of 57,200 and 69,400 euros demonstrates a competitive equilibrium. It is worth noting that Netto Marken-Discount's slightly lower compensation for Deputy Branch Managers may be a deliberate decision to balance recruitment efforts while maintaining cost efficiency.

CHART TITLE VII: TOTAL: REGISTERED JOB STOCK LANDSCAPE BOTH IN BADEN–WURTTENBERG AND HEIDENHEIM INSS: LINE CHART:

The line chart featured on page two **(2)** offers an exhaustive overview of the registered job stock landscape throughout the current year, with specific attention directed towards the influx of new job openings reported to employment agencies and job centers. This chart highlights job openings as a percentage of employment for both Baden-Wurtemberg and Heidenheim, with seasonal adjustments taken into account. Upon a thorough examination of the chart, it becomes evident that there is a notable degree of stability in the job opening rate, both within the region and the city. However, it is worth noting that the city's rate is considerably lower, primarily attributable to the limited availability of a skilled talent pool. In contrast, the region as a whole has exhibited a more robust performance, consistently maintaining the highest point in terms of job openings over the past several months. This data provides valuable insights into the dynamic job market conditions and the challenges faced by Heidenheim due to its comparatively smaller talent pool.



During the acquisition of our dataset, we diligently addressed inquiries akin to the following:

- How is the competition density distributed among the primary employers in the Deputy Branch Manager position in Heidenheim?
- How can the radar chart’s depiction of the collective professional tenure among Deputy Branch Managers in Heidenheim assist in assessing the candidate pool for this role?  
What implications do the concentrations of professionals with different experience levels, such as those with **1 to 2 years of experience** versus **over 10 years of experience**, have on the recruitment strategy and the potential alignment of candidates' experience with the role’s requirements and responsibilities?
- How has the talent pool within the Deputy Branch Manager position for various retail competitors in the Heidenheim market evolved over the past two years?
- What key strategic considerations can be derived from the combo chart’s depiction of mean compensation for the Associate and Senior Deputy Branch Manager roles among various retail competitors? How does Hugo Boss's higher compensation for Associate Deputy Branch Managers position the company to attract top-tier talent, and what implications might this have on talent acquisition strategies?
- How does the column chart’s depiction of the registered job stock landscape throughout the current year, along with the influx of new job positions reported to employment agencies and job centres, highlight significant fluctuations and trends within Heidenheim’s job market?

*In the presented report multiple data sources have been leveraged, including Glassdoor.com, Kununu.com.de, Statista.com, Jill.com.de, LinkedIn Hiring Insights, and Indeed Hiring Insights. The inquiries put forth within Appendix B are posited on the basis of the analysis undertaken on the third page (3).*