

## COMMERCIAL DIRECTOR

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Company: Prime Time Sport  
Location: Madrid or Barcelona (frequent traveling to London)  
Salary: Competitive  
Industry: Sports Marketing  
Job type: Full time and exclusivity  
Closing date: Until position is covered

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### Background

Prime Time Sport ([www.primetimesport.com](http://www.primetimesport.com)) is a sports marketing and talent management company with offices in London, Barcelona and Madrid. It was founded in 2007 by Esteve Calzada ([www.estevecalzada.com](http://www.estevecalzada.com)), former Chief Marketing & Commercial Officer of FC Barcelona and author of the book "Show Me the Money! How to make money from sports marketing".

Areas of activity include players representation, sponsors and advertisers identification for right holders (such as football clubs and players), strategic and sponsorship consultancy and PR, social media and communication activities for football players. More recently, the company embarked in a unique and digital strategy that includes representation of youtube content creators and the launch of its very own youtube channel Primetubers TV.

Existing and past client base includes the likes of FIFA, UEFA, Real Madrid, FC Barcelona and Manchester City or high profile football players such as Lionel Messi, Sergio Agüero, Lucas Silva, Yaya Touré, John Terry and David Villa. From a brands perspective, Prime Time Sport and Prime Time Sport Digital have worked with most blue chip and innovative companies such as Unilever, Beats, Sony, Samsung, Mastercard, at&t, Volkswagen and KFC.

Prime Time Sport is looking for a Commercial Director that will report to Group CEO and will join the company executive committee.

### Key responsibilities

- Develop revenues for image rights and digital areas, including but not limited to player endorsements, branded content projects for youtube creators and their channels and social media monetisation of accounts of company clients base.
- Development of a new strategy and business plan for Prime Time Sport Digital.
- P&L management for Talent Management and Digital business areas.
- Manage a team of 4 people and recruitment of new sales executives in both UK and London.
- Identify and manage relationships with media, advertising and digital agencies working for the brands.

### Skills and experience required

- Bilingual English-Spanish.
- Minimum 8 years combined experience in mass or digital marketing and advertising or sponsorship sales in brands or agencies.
- Wide portfolio of contacts at brands and agencies.
- Track record of success stories in selling to FCMG brands.
- Proven experience in digital marketing projects in youtube is an absolute must.
- University graduate.
- Advanced user of powerpoint and spreadsheets. Vast experience in preparing presentations.
- Lively, sympathetic, energetic and well organised individual.
- Overall sports knowledge and passion, with particular focus on football.
- Familiar with social media usage.

Applications: [jobs@primetimesport.com](mailto:jobs@primetimesport.com)



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