



MEDIA & CONTENT CONSULTANT / AGENCY

About Asia Rugby

Asia Rugby is the governing body for rugby across Asia, representing 36 Member Unions and driving competitions, development programmes, and the strategic growth of the game across the continent.

As part of its continued digital transformation and storytelling strategy, Asia Rugby is seeking a Media & Content Consultant / Agency to lead and enhance its global content, digital presence, and addtional support for broadcast operations.

Role Overview

Asia Rugby is seeking a high-performing Media & Content Consultant / Agency to lead and deliver end-to-end media, content, and digital communications across all competitions, programmes, and organisational priorities.

The role is central to shaping Asia Rugby's global narrative and requires the ability to operate at both a strategic and operational level, ensuring high-quality, real-time delivery across all platforms.

The Consultant/Agency will support:

- Competitions, including flagship tournaments
- Development programmes,
- Women's Rugby and pathway initiatives
- Governance, leadership, and institutional communications
- Member Union engagement across all 36 unions

A core responsibility of the role is to ensure that all content and media outputs:

- Deliver consistent and visible recognition of Asia Rugby sponsors across all platforms
- Align with and actively support World Rugby messaging, positioning, and brand standards

- Maintain balanced and inclusive representation of Member Unions across Asia

The Consultant is expected to operate in fast-paced, live environments, particularly during competitions, ensuring seamless integration between broadcast, digital, and content delivery.

⚠ Important

This role is strictly limited to **media, content, digital, and broadcast support functions**. It does not include any responsibility for **commercial activities, sponsorship sales, or revenue generation**.

Key Responsibilities

1. Strategic Media & Content Planning

- Develop annual and quarterly media strategies aligned with Asia Rugby priorities
- Deliver monthly content calendars
- Lead campaign planning across competitions and programmes
- Ensure editorial consistency, tone, and brand alignment
- Align with World Rugby messaging and positioning

2. Competition Coverage ("Tournament Mode")

- Deliver tournament countdowns and promotional build-up
- Execute real-time content during matches, including live graphics, updates, and clips
- Capture behind-the-scenes storytelling including arrivals, fan engagement, and interviews
- Coordinate with host unions and production teams
- Ensure fair and consistent visibility of sponsors and Member Unions

3. Broadcast Support

Provide support for live broadcast operations, both in-person and remote

- Coordinate with production partners, host broadcasters, and digital platforms
- Support:
 - Match workflows including live clips, highlights, and social cut-downs

- Real-time integration of broadcast content into digital platforms
- Alignment between broadcast output and digital storytelling
- Preparation of broadcast-ready assets, including graphics and content feeds
- Ensure integration of Asia Rugby and World Rugby brand elements within broadcast outputs

4. Programme & Portfolio Coverage

Provide structured and consistent coverage across:

- Competitions across all formats and age grades
- Development programmes
- Women's Rugby
- Governance and leadership
- Member Union activities and milestones
- Officials, coaches, medics, and stakeholders
- Asia Rugby committees

Ensure equitable representation of Member Unions and appropriate visibility of partners.

5. Digital Asset Management (DAM)

- Centralised collection of all photography and videography
- Accurate tagging and metadata (event, date, teams, key players)
- Upload and maintain assets within Asia Rugby cloud systems
- Distribution of assets to Member Unions

6. Platform Management

Manage and execute across:

- Instagram, Facebook, X, YouTube, TikTok, LinkedIn

Responsibilities include:

- Publishing and scheduling



- Community management
- Platform optimisation
- Ensuring consistent visibility of sponsors, unions, and stakeholders

7. Content Production & Editorial Oversight

- Vertical video (Reels, TikTok, Shorts)
- Horizontal video (YouTube and broadcast-aligned content)
- Static graphics (match cards, lineups, quotes)
- Maintain alignment with Asia Rugby and World Rugby brand standards

8. Analytics & Reporting

- Monthly performance reporting (reach, engagement, video views)
- Platform insights and trend analysis
- Quarterly performance recommendations

9. Crisis Management & Moderation

- Monitor platforms for reputational risks
- Escalate issues to Asia Rugby leadership
- Maintain professional moderation standards

Who We Are Looking For

- Media or content production agencies
- Independent consultants or digital media specialists

Candidates should demonstrate:

- Proven experience in sports media, digital content, or broadcast
- Strong capability in live event coverage and fast turnaround delivery
- Experience in multi-platform content execution



- Broadcast experience is a strong advantage

Contract Details

- Initial term: **12 months**
- Monthly retainer: **To be proposed by the applicant**
- KPI-based performance evaluation
- No revenue or sponsorship responsibilities

How to Apply

Please submit:

1. Company or Individual Profile
2. Relevant Experience (Sports, Events, Broadcast)
3. Proposed Approach:
 - a. Content strategy
 - b. Tournament coverage model
 - c. Broadcast support capability
4. Team Structure (if applicable)
5. Portfolio or Showreel
6. Financial Proposal (Monthly Retainer)

Application Form

👉 <https://forms.gle/XnqLRT7Mk25sanmJA>

Closing Note

This is an opportunity to shape the digital presence and storytelling of rugby across Asia, supporting competitions, programmes, and Member Unions across a diverse and rapidly growing region. **Closing date 14th April 2026**