



# RSL

Awarding the **Contemporary Arts**



## Our History

In 1991, RSL (Rockschool Ltd) had a dream to change the landscape of formal creative education, and sought to become the first viable alternative to the traditional offerings available in Britain at the time.

Founders Norton York and Simon Pitt initially developed a guitar, bass and drums syllabus for the contemporary musician. Rockscool began offering these exams in the summer of 1991, making it the world's first graded exam syllabus for popular music.

Having broken the mould of graded music exams, RSL has continued to innovate in the contemporary creative education world bringing its model of practical, relevant qualification design in the creative arts for schools, colleges and training providers.

Our objective is, as it has always been, to provide access to creative education for the many, not the few.

RSL's market leading Vocational Qualifications portfolio is now delivered in schools, colleges and training providers both in the UK and internationally, covering music and the music industry, performing arts, creative digital media and artist and entrepreneur development.

In 2018, RSL proudly received the Queen's Award for Enterprise in International Trade. Widely regarded as the most prestigious business award in the country, the award celebrates the UK's small and medium sized businesses for outstanding achievement.

Throughout our history we have continued to innovate and disrupt. We are quick to identify opportunities and needs within our field, agile in our response to the changing market, and committed to ensuring that contemporary creative arts education provision is relevant, accessible and valued.

We pride ourselves on delivering the most academically rigorous and industry relevant qualifications, designed to support all aspiring, performers, producers, educators and teaching establishments – wherever they may be.



# Our Business

RSL Awards Ltd is the world's leading specialist Music and Creative Arts Awarding Organisation, operating in over 60 countries across the world. We assess and certificate over 100,000 music and performance arts assessments and qualifications a year. We pride ourselves on our knowledge of the sectors we work in and the quality and integrity of the qualifications we award.

At RSL we believe our success is down to the people who work for us. We are committed to providing opportunities for professional growth and development in a work environment that is innovative, dynamic and supportive, which values professionalism and academic rigour at its core.

# RSL Today

We have continued to innovate, diversify and focus on developing new growth opportunities for the business. The engagement, commitment and dedication of our talented teams ensured that during this period, RSL has succeeded in:

- Enhancing our products to use class leading digital technology
- Accelerating our plans for expanding and developing our digital offering, including Recorded Digital Exams, Live Stream Digital Exams and digital music theory / production exams.
- Introducing 'RSL Classical' with the launch of our classical piano and violin syllabuses, disrupting and challenging the market once again with this diverse, inclusive and innovative collection of contemporary classical music.
- Expanding both our suite of Vocational Qualifications and the number of centres delivering these.
- Building progressive, accessible and inclusive methods of assessments for large organisations that is built into delivery.
- Adapting effectively to remote working whilst continuing to train, develop and engage our head office employees, examiners and assessors.





# Managing Director, RSL China

Salary: 530,000-610,000 RMB per year

## JOB SUMMARY / PURPOSE

The Managing Director, RSL China will lead all aspects of RSL's Mainland China operations, based in Beijing. This is a predominantly outward-facing role: the MD will spend the majority of their time in market, building and converting commercial opportunities across private training providers, international schools, RSL China's existing partner network and other educational institutions.

Reporting to the Director of Business Development in London, the MD will hold full accountability for the office's commercial performance, operational health and team development, acting as the most senior RSL representative in-country.

Reporting to: Director of Business Development, RSL Awards (London, UK)  
Location: Shunyi District, Beijing, China  
Team size: 2 direct reports and external channel managers  
Contract type: Permanent

## Apply Now

Applications by CV and cover letter to:  
[careers@rslawards.com](mailto:careers@rslawards.com)

RSL reserves the right to appoint prior to closing date so early application is advised.

*RSL is an equal opportunity and Living Wage employer. We are committed to ensuring no applicant or employee is discriminated against on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race. In line with the wide range and diversity of our product range, we particularly welcome applications from disabled candidates and those from the global majority as they are currently under-represented at head office.*

## KEY DUTIES AND RESPONSIBILITIES:

### Business Development (primary focus)

- Lead RSL China's commercial strategy, setting and delivering ambitious growth targets for exam entries and revenue across the region.
- Develop and maintain a strong pipeline of new partners across private training providers, international schools and other educational institutions.
- Manage and deepen relationships with RSL China's existing network of partner institutions, identifying and unlocking new business opportunities within those relationships.
- Conduct regular in-market visits across China to meet partners, understand local needs and represent the RSL brand at the highest level.
- Deliver compelling presentations and product demonstrations to prospective partners, face to face and virtually.
- Lead promotional events, training programmes and partner briefings across the country.
- Monitor market trends, competitor activity and regulatory developments in China's education sector, feeding insight back to London.

### Office Leadership and Operations

- Lead and develop a team of 2 staff covering business development, customer service and administration, setting clear objectives and maintaining a high-performance culture.
- Oversee day-to-day office operations, ensuring the WFOE remains compliant with Chinese legal, financial and regulatory requirements.
- Manage cash flow, budgets and financial reporting for the China entity, working closely with RSL's UK finance team.
- Act as the primary point of escalation for operational issues in-country, resolving challenges efficiently and keeping the UK leadership informed.
- Ensure RSL's marketing and communications activity in China is aligned with the global brand while remaining locally relevant and effective.

### Strategic Leadership

- Work closely with the Director of Business Development to shape RSL's China strategy, contributing market insight, commercial judgment and operational intelligence.
- Represent RSL Awards at senior level with external stakeholders including schools, government bodies, industry associations and media.
- Support the onboarding and development of new partners, building their capability to deliver RSL qualifications effectively.
- Provide regular reporting on commercial performance, market developments and team progress to UK leadership.



## PERSON SPECIFICATION:

### Essential

- Strong knowledge and understanding of the education market in China, including familiarity with the international and private school sectors, music and performing arts extracurricular training centres and relevant academic regulations and policies.
- Proven track record of business development and commercial growth within the education sector.
- Experience leading and managing a small team, with the ability to motivate, develop and hold people accountable.
- Strong financial literacy, including experience managing budgets, cash flow and reporting.
- Fluent English and Mandarin, both written and spoken, with the ability to operate fully in either language in a professional environment.
- Degree-level education.
- Highly self-motivated, with the ability to operate independently and make sound decisions without day-to-day supervision.
- Culturally empathetic and comfortable working across British and Chinese business contexts.
- Willingness and ability to travel extensively across Mainland China.

### Desirable

- Background in or strong familiarity with the music education, performing arts or wider arts education sector in China.
- Experience managing or working within a wholly-foreign-owned enterprise or similar cross-border business structure.
- Established network within China's international school ecosystem.
- A background in teaching or training within the arts education sector.

### WHAT WE OFFER:

- A senior leadership role with genuine strategic influence in RSL's second largest international market.
- A high degree of autonomy and the opportunity to shape how the China business grows.
- Flexible working arrangements with the freedom to manage your own schedule, provided business targets and deadlines are met.
- A collaborative, high-trust team environment with close working relationships across the UK and China offices.

### HOW TO APPLY:

Please apply via the RSL Awards careers website page: <https://www.rslawards.com/careers/>