

QA Lead

StrategiQ

About us

StrategiQ is the Brand x Performance agency. We combine the art of brand storytelling with the science of marketing performance to create New Future Value™.

We are a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities. Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

Courageous Always doing what's right, not what's easy.

Truthful Being honest. Being resilient. Being authentic.

Knowledgeable Industry experts, pursuing the master of our craft.

Limitless Challenging norms through infinite thinking.

How this role makes a difference at StrategiQ

As QA Lead at StrategiQ, you'll ensure that everything we deliver — websites, campaigns, creative, and comms — meets the highest standards of quality. You'll define and embed a holistic QA strategy across the agency, protecting margin, reducing rework, and enhancing client confidence.

You'll work hands-on to test and assure deliverables, while also building processes, sourcing and managing external QA partners, and coaching teams on best practice. By making quality a consistent, measurable standard, you'll help StrategiQ scale efficiently and maintain its reputation for excellence.

This role is about creating a culture of “quality by design” across the agency.

Skills & experience we want you to bring and develop

Technical skills and experience

Skill area	Description	Requirement
QA strategy & frameworks	Developing and embedding QA processes across multiple departments (web, creative, marketing, CX)	Essential
Hands-on testing	Website, cross-browser/device, creative assets, campaign materials	Essential
Defect tracking	Using QA tools and methods to log, track, and resolve issues	Essential
Accessibility & compliance	Knowledge of accessibility standards, brand governance, and compliance checks	Essential
Automation testing	Experience with automation tools and scripts	Essential
Workflow systems	Familiarity with Scoro, JIRA, ClickUp, or similar	Essential
External QA management	Sourcing, onboarding, and managing QA/test partners	Desirable
Platform knowledge	Good knowledge on the role and function of key website platforms such as Wordpress, WooCommerce, Shopify	Desirable

Power skills and experience

Skill area	Description	Requirement
Attention to detail	Spots errors and inconsistencies before they reach clients	Essential
Communication	Clear communicator across creative, tech, and client teams	Essential
Collaboration	Works closely with PMs, HoDs, and external QA to align priorities	Essential
Coaching & training	Embeds QA awareness and skills into delivery teams	Essential
Organisation & prioritisation	Balances hands-on QA with managing strategy and partners	Essential
Problem solving	Proactive in identifying risks and preventing rework	Essential
Calm under pressure	Maintains quality focus when deadlines are tight	Essential

What you'll be responsible & accountable for

- Developing and leading the agency-wide QA strategy and frameworks.
- Embedding QA processes into project workflows, with clear text plans, sign-offs and checklists.
- Carrying out hands-on QA testing for high-risk deliverables.
- Sourcing, onboarding, and managing external QA partners to scale capacity.
- Coaching and supporting teams to adopt QA best practices.
- Defining and tracking QA performance metrics (defect rates, rework, client issues).
- Acting as an escalation point for quality concerns and ensuring resolution.
- Ensuring compliance with accessibility, brand, and technical standards.

When you're successful in this role

- Projects launch with minimal client-reported issues or defects.
- QA is embedded into workflows across departments.
- External QA partners are providing scalable, reliable support.
- Client confidence and satisfaction improve due to consistent quality.
- Rework and margin erosion due to quality issues are measurably reduced.
- Alongside other measures, your principal performance metrics will be:
 - ◆ Quality of work
 - ◆ Client feedback
 - ◆ Tasks completed on time
 - ◆ Utilisation

Your typical week

- 50% – Hands-on QA testing (websites, creative, campaign assets)
- 20% – QA process & frameworks (checklists, workflows, documentation)
- 20% – External QA management (briefing, capacity planning, quality reviews)
- 5% – Training & coaching (embedding QA across teams, running sessions)
- 5% – QA performance & reporting (defects, rework rates, client issue tracking)

A successful first 6 months with Strategiq

In **3 months** you will have:

- Understood and mapped out where QA frameworks would support the agency
- Carried out hands-on QA on priority projects, reducing client-reported issues.
- Identified and onboarded at least one external QA partner.

- Built trust with PMs, HoDs, and the COO as the agency's quality lead.

In **6 months** you will have:

- Introduced a baseline QA framework across delivery departments.
- Delivered measurable reductions in rework and margin loss due to QA.
- Embedded QA sign-offs into project workflows.
- Supported at least one major client/project launch with a formal QA process.
- Established quality reporting that leadership uses to make decisions.
- Become the go-to person for quality across the agency.