

# This Is The Job: Quality Assurance (QA)

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



## What is Quality Assurance (QA)?

We work to make sure that an ad campaign meets the highest quality standards before it goes to market. We're curious, creative, and we like to think outside of the box.

## This is what they do most days

### I meet...

I connect with my team at scrum meetings so we're all on the same page about what has to happen today.

### I scour...

I compare emails with the provided PSD and link matrix in order to see proper layout and creative.

### I verify...

I ensure that campaigns for various client emails and web pages are of the highest quality.

## In their own words:

“ Software is here to stay. That means that testing is here to stay, even though it might vary from manual to automated or computers to mobile devices. - Nidhi M.

“ The key to this role is being able to focus and keep your head in one thing at a time. That's how you catch mistakes.” - Deb C.

## Explore some of the skills you'll need.

- ✓ You are an analytical thinker who enjoys solving technical problems
- ✓ Impeccable attention to detail
- ✓ Understanding of website design and website mapping
- ✓ Basic knowledge of coding
- ✓ Strong organizational skills
- ✓ Strong communication skills

## This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit [thisisthejob.org](https://thisisthejob.org)