



All children deserve  
protection from  
online sexual abuse

**RECRUITMENT PACK**

Press Officer

# Working to stop child sexual abuse online

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**Protecting children is at the heart of everything we do. For over 25 years, since the early days of the internet, our job has been to help child victims of sexual abuse by hunting down and removing any online record of the abuse.**

It's a tough job. Our image analysts are amongst the best in the world. The children in the pictures are real. Their abuse and suffering is very real. Our experts never forget that.

The criminals who sexually abuse children, then record their suffering and share the horror online are ruthless. Sometimes they create images with audiences in mind. Victims range from babies to young teens. Abusers are often experienced at online grooming, skilled at manipulating young minds. Sometimes victims don't even realise they are being abused until it's too late.

Sadly, the internet makes it easier to share these images. We use advanced technology and human expertise to help young victims. If we can remove the record of suffering online and stop those images circulating, then we can stop the abuse being perpetuated. This makes the internet a safer place for all children and adults.

## How we do this

- **Our team of human analysts.** Tech companies and law enforcement worldwide trust the assessments, experience and knowledge of our extraordinary team of people.
- **Tech-for-good.** Our in-house tech team build cutting-edge tools designed to make it easier to identify and remove online images and videos of child sexual abuse. In short, tech to protect kids.
- **Working together.** With international partners in government, law enforcement, reporting hotlines, charities and the tech community we work to stop illegal images of children being circulated again and again. We share vital information that could lead to the rescue of a child from terrible abuse.
- **IWF Hotline.** This gives people a safe and anonymous place to report suspected online images and videos. When we started in 1996, 18 per cent of child sexual abuse imagery online was hosted in the UK. **Today, thanks to our Hotline, it's less than one per cent. We're proud of that.**

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**The children in the pictures are real. Their abuse and suffering is very real. Our experts never forget that.**



# Our Chair & CEO



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***In an ever changing technological world, the team at IWF lead the way in fighting for victims of child sexual abuse. Their unmatched work and determination has led to the removal of millions of criminal images and videos from the open internet since IWF's beginnings in 1996.***

*We work in partnership with some of the titans of the technology and internet*



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***Tracking down and identifying truly harmful child sexual abuse imagery is at the very core of what we do at the IWF.***

*We develop cutting-edge technologies, and work with some of the biggest tech companies on the planet - but without the skills, knowledge, and determination of our amazing staff, there is no way this delicate work could be done.*

*industries to track down and remove child sexual imagery and prevent it from being uploaded to the internet.*

*We're trusted as an extremely safe pair of hands by governments, tech companies, law enforcement and other child protection non-profits around the world.*

*Working at the IWF is not for everyone, but for our staff, knowing they have contributed to the removal of thousands of images and videos of child sexual abuse from the internet, helping prevent the future revictimisation of victims, and even helping rescue children from abusive, dangerous situations, makes this the most satisfying place to work in the world.*

*None of this would be possible without the commitment and fortitude of the incredible IWF team. From our front-line analysts to our dedicated tech team and every other department, each person plays a critical role in helping us achieve our mission of a global internet free from child sexual abuse material.*

**Andrew Puddephatt OBE, Chair**

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*I'm always proud to say I lead the team at the IWF. Every person, regardless of which department they are in, works with a sense of tireless determination and passion which I can truly say is unique to our organisation.*

**Susie Hargreaves OBE, CEO**

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# Our vision

We're creating an internet free from child sexual abuse that is a safe place for children and adults to use around the world.

## Our mission

We detect, disrupt, remove, and prevent online child sexual abuse material using our expertise and resources as effectively as possible.

The Internet Watch Foundation (IWF) is a child protection organisation, utilising ground-breaking tech to make the internet a safer place for children and adults across the world.

We're a not-for-profit organisation, supported by internet, tech and social media industries, private companies and the generosity of ordinary people.

We work closely with police, governments and NGOs globally, who trust our work.

Child sexual abuse images and videos are just as much a weapon as a knife. We actively search for this imagery and for the past 25 years, we've given people a safe place to report it to us, anonymously, now covering 48 countries.

We assess every report we receive. If it shows the sexual abuse of a child, we make sure the image or video is removed from the internet. We provide bespoke services, products and datasets to our industry Members to prevent the imagery from re-appearing and make it harder for offenders to find and share. **We care.**

Our work relies on compassionate and resilient staff members, across diverse teams, including Analysts and Assessors in our Hotline, Finance, Admin, Communications and Technology, who are all highly trained and carefully looked after.

The children in these pictures and videos are real. The suffering captured in this imagery and the knowledge that it could be shared can haunt a victim for life.

**That's why it's our mission to remove this material for good. And to show every child there is someone out there who cares enough to help.**



# Our values

It's a huge responsibility to have the job of searching for, stopping, removing and preventing child sexual abuse imagery online.

We don't take this lightly. Our values act as our backbone, our core strength, a guide and a reminder of the importance of our work. They are embedded in everything we do.

## Being open and honest

- We treat every child victim of sexual abuse with the utmost and total respect;
- We always act with integrity and professionalism;
- We make sure our communications and actions are appropriate, true, transparent and accountable.

## Being excellent

- Every day we strive to be the best in the world at what we do;
- We set the global standard of best practice;
- We build Tech for Good tools to help defend child victims of sexual abuse. We make the internet a safer place, by:
- Protecting child survivors of sexual abuse from being victimised again and again. By stopping offenders sharing pictures and videos of the abuse online, we're making it more difficult for these criminals to perpetuate the abuse;

- Preventing internet users from accidentally stumbling on child sexual abuse images and videos;
- We make it harder for criminals to find child sexual abuse imagery online, by disrupting the illegal sharing.

## Being team players

- Working together is vital. We always acknowledge the importance of partnerships;
- We recognise, reward and celebrate our success and achievements. If we win, so do children.
- Creating a caring and safe internal environment

- We respect, value and encourage individual contributions to our work and mission as well as those of our wider teams;
- A supportive environment is vital for people who work to protect children. We promote best-practice welfare for our staff who are committed to stopping the spread of child sexual abuse imagery;
- We encourage constant learning and personal development. It helps people thrive. It's good for us all.

# Building an inclusive culture

We are building an inclusive culture to make the IWF a brilliant place to work where our people feel valued, have a voice and can be their authentic selves.

We value difference and diversity, not only because we believe it is the right thing to do, but because it will help us to be more innovative and make better decisions.

We always aim to recruit people who are most suited to the job and encourage applications from people of all backgrounds – people of all ages, sexual orientations, gender identities, nationalities, religions and beliefs.

We fully support candidates with a disability or long-term condition who require adjustments during the recruitment process and throughout any subsequent appointment.

## Anti-racism statement

IWF stands in unity with all who experience racism and discrimination. As a team, we are committed to better understanding the systemic racism and inequality that is experienced in the everyday lives of Black and minority ethnic people.

We affirm explicitly our commitment to being an anti-racism organisation.

We acknowledge that racism causes significant harm and can be both conscious and unintentional. As an anti-racism organisation, we challenge ourselves to understand and correct any inequities we may discover and gain a better understanding of ourselves during this purposeful process.

Addressing racism requires courage, respect and compassion and may not always be or seek to be comfortable.

We have a zero-tolerance approach to racism and condemn all racist and discriminatory behaviour. We are committed to challenging and preventing structural racism within every aspect of our work.

We commit to:

- Affirm our identity, explicitly and publicly, as an anti-racism organisation;
- Employ individual and organisational exploration and examination of bias, advantage, and oppression to continually learn about and dismantle racism and all its impacts;

- Reflect our anti-racism in the culture of our organisation through our policies, procedures, and practices;
- Particularly encourage applications from Black, Asian and Minority Ethnic candidates.

# Job description

## Main responsibilities

As a member of the Communications Department you'll need to actively contribute to the overall department function.

To be responsible for the proactive and reactive press activity of the IWF, to include a regional, national and international remit with a focus on the EU.

Be creative in scoping a wide range of opportunities to promote the work and key personnel to raise IWF's profile and support strategic objectives.

Occasional responding to out-of-hours media requests.

To enhance the reputation and increase awareness of the IWF, with a focus on IWF's key target audiences

## Key Duties

### Press Officer Function

- Support the press office function to meet the objectives of IWF.
- To help develop and execute the proactive media strategy for the IWF, ensuring it dovetails with other elements of the IWF business plan and wider communications strategy, with an emphasis on the public affairs policy aims of the organisation,
- Build and sell-in news stories and features.
- To manage, log and respond to day to day media enquiries.
- To follow coverage about the IWF's field of work and look for opportunities for comment and reaction.
- To communicate the work and successes of the IWF among different

target media, to enhance reputation and increase understanding of the IWF.

- With the Senior Press Officer, and Communications Director, help prepare colleagues for media interviews, writing briefs, Q&A documents and role-play interviews.
- Work on IWF's campaigns, advising on, and executing media strategies.
- To write and create social media content for IWF's channels.
- To identify relevant journalists/ bloggers/vloggers and build productive relationships.
- To brief and advise the Senior Leadership Team (SLT) and other staff on media strategy and tactics, and in the preparation for media interviews.
- To plan and deliver on key media launches working flexibly at times of increased media activity.

- To manage press listings service and evaluate the IWF's media coverage.
- To respond in times of media crisis in line with IWF policies.
- To maintain relevant areas of the website.

### Reputation Management

- To respond, where appropriate, to criticism using sensitivity and sound judgement taking into consideration the political and social context in which the IWF operates.
- With colleagues, help plan and organise events as required to meet IWF organisational and communications objectives.
- Engage with other stakeholders in the child protection, technology and internet policy fields.

*Continued overleaf.*



# Job description continued

- Assist in proof reading colleagues' written work, applying the IWF house style and tone to written materials to ensure consistency and professionalism.
- Work with Member and stakeholder communications teams where required.
- To work on common objectives with the UK Safer Internet Centre.
- To write website copy, blogs and participate in other communications activities including active use of social media which enhance the IWF's reputation.

## European Media Presence Development

- Help develop an EU press strategy to support the rapidly-growing work of IWF in Europe, to meet overarching organisational objectives.
- To build European press contacts in line with IWF's operational reach.

- To communicate the European policy work of the IWF, supporting and advising colleagues.

## Other

- To share responsibility for the out-of-hours media phone where required.
- Where appropriate, carry out media interviews.
- To maintain records using Salesforce and other IWF systems in line with agreed procedure
- When required to work alongside colleagues on campaigns and promotions
- Some national and European travel will occasionally be required, covid-permitting.
- To work flexibly where required, with some unsociable out-of-hours, or weekend working on occasions.

- To support a positive working environment.
- To represent the IWF externally as appropriate.
- To carry out other duties as may be requested by the CEO or Communications Director.
- To adhere to requirements of relevant legislation (i.e., Health and Safety, Data Protection).

**Reports to:** Senior Press Officer

**Salary:** £35,609.00 per annum + benefits

**Hours:** Full time = 35 hours per week

**Location:** Home-based with occasional travel to IWF office when required. All IT equipment provided.





# Person specification

## Educational qualifications

Requirements	Criteria
Educated to degree level.	Essential
Journalism qualification.	Desirable
Evidence of continued self-development in the area of public relations or journalism.	Desirable

## Experience

At least two years' journalism/public relations experience.	Essential
Experience of the IWF's area of market activity.	Desirable
Politically aware, particularly regarding EU politics.	Desirable
Experience of giving media interviews.	Desirable
Experience of dealing with sensitive issues.	Desirable
Experience and understanding of national media, with proven success in achieving positive coverage in a range of national or international media.	Desirable

Knowledge of creating pitches, packages and story lines for the media.	Desirable
Experience of working in a high profile, busy media team, newsroom, press office, or journalistic role.	Essential
Experience of procedures, methods and techniques of working with both proactive and reactive media.	Desirable
Proven ability to handle sensitive, confidential issues.	Essential
Excellent verbal and written communications skills.	Essential
Ability to work under pressure, to a deadline, whilst remaining focused.	Essential
Contacts with and experience of working with national journalists.	Desirable
Experience of using social media.	Essential

## Skills, abilities & knowledge

A strategic and creative thinker.	Essential
High level of written and verbal communications skills.	Essential

Ability to work under pressure and to manage competing deadlines and demands.	Essential
Ability to grasp complex issues.	Essential
Familiar with Word, Excel and PowerPoint.	Essential
Familiar with using a contacts database.	Desirable
Understanding of the need to work with a high level of accuracy.	Essential
Understanding/experience of reputation management.	Desirable
Ability to update website using a content management system.	Desirable

## Personal qualities

Highly motivated and flexible.	Essential
Able to work constructively with CEO, senior managers, Board members and staff.	Essential
Customer focused.	Essential
Sound judgement.	Essential

Tact and diplomacy.	Essential
Able to present a case persuasively to senior colleagues and external audiences.	Essential
Performance driven.	Essential
Able to command the respect and co-operation of internal and external professional colleagues.	Essential

# How to apply & more info

## How to apply

Visit [iwf.org.uk/careers](https://iwf.org.uk/careers) to download the application pack and complete all documents including:

- Application form
- Equal Opportunities Monitoring form
- Self Disclosure form

CVs will not be required or accepted to apply for this role. Short-listing will be based on an impartial scoring system to ensure fairness and equity.

**The work that IWF does is vital and our ability to continue operating throughout national crises is paramount so, for the safety of all teams, all applicants will need to be fully vaccinated for COVID-19/Coronavirus unless medically exempt.**

**Closing date:** Friday 11 February 2022

## More info

**Website:** [iwf.org.uk](https://iwf.org.uk)

**Annual Report:** [annualreport2020.iwf.org.uk](https://annualreport2020.iwf.org.uk)

### Social Media:

- Twitter: @IWFHotline
- Facebook: InternetWatchFoundation
- LinkedIn: IWF
- Instagram: internet.watch.foundation
- YouTube: IWFHotline

### Our office

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