



IWF
Internet
Watch
Foundation

Working together
to stop child sexual
abuse online

RECRUITMENT PACK

Internet Content Analyst (ICA)

Working to stop child sexual abuse online

Protecting children is at the heart of everything we do. For 30 years, since the early days of the internet, our job has been to help victims of child sexual abuse by hunting down and removing the 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 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 online images and videos suspected to show the sexual abuse of children. Our team of dedicated Hotline Analysts work tirelessly to locate and seek the removal of criminal imagery making the internet safer and protecting survivors from repeated victimisation.

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

Our Chair & CEO



The IWF sits at the forefront of fighting for victims of child sexual abuse. We're seen as global leaders, standard-setters, and team players. Our strong relationships with companies around the world have enabled us to carve a much-needed place to both protect children and provide the means by which industry partners can ensure that their websites, platforms, games, and online spaces are safer for us all.

Since 1996, the IWF's unmatched work and determination has led to the removal of millions of criminal images and videos from the open internet. Our datasets and services are used to protect more than 4bn online users and accounts globally.

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

This is possible because of the commitment and fortitude of the incredible IWF team. Every department from our front-line analysts to our People team, plays a critical role in helping us achieve our mission of a global internet free from child sexual abuse material.

Catherine Brown, Chair



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 vital work could be done.

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, helped prevent the future revictimisation of victims, and even helped rescue children from abusive, dangerous situations, makes this the most satisfying place to work in the world.

I'm 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 is vital to delivering our mission.

Kerry Smith, CEO



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, the technology sector 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 30 years, we've given people a safe place to report it to us, anonymously, now covering 54 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 place 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 purpose

We are seeking an organised, motivated and professional individual to join our Hotline team as an **Internet Content Analyst**. To be successful, you must be able to quickly learn the legal, professional and organisational considerations linked to the accurate assessment of potentially criminal content, including child sexual abuse images, and apply sound professional judgement to disrupt this material online.

You will be a systematic, analytical individual with a considered outlook, coupled with strong computer and internet literacy and precise attention to detail.

You'll assess reports from the public, industry partners and trusted sources, as well as proactively identifying content yourself, generating the actionable intelligence that supports both our day-to-day operations and wider strategic objectives.

This is a tough job and resilience is a key requirement. Our assessment process will help us to gauge whether you have this and, if you do and are successful, you can expect a gold-standard welfare programme to support you with this task.

Your role will be internet based, and strong digital literacy is essential - we'll build on this with training specific to our tools and processes. You could be any age, and from any background. What will unite you is your passion to do good, and your resilience to material showing the sexual abuse of children.

Main responsibilities

Operational assessment

- Identify, respond to and assess reports of online CSAE in line with UK legislation, IWF policies and operational procedures.
- Apply professional judgement to determine whether material falls within the IWF remit.
- Assess, grade and hash child sexual abuse images and videos for inclusion in the IWF Hash list database.
- Collect, assess and record evidence to inform accurate, robust and defensible operational decisions.
- Identify hosting locations and facilitate content disruption through established takedown processes.
- Escalate safeguarding concerns, operational risks and complex cases appropriately.
- Identify emerging trends, technologies, offender behaviours and online environments relevant to the IWF remit.
- Contribute to operational research, intelligence gathering and threat analysis activities.
- Share knowledge, observations and operational insights with colleagues and stakeholders as appropriate.
- Maintain awareness of developments in legislation, technology, safeguarding practice and online harms.
- Contribute to the development of evidence and insight that supports organisational decision making and strategic priorities.



Main responsibilities (*continued*)

Victim focus

- Maintain a victim-centred approach in relevant aspects of operational decision making.
- Understand the impact of online child sexual abuse and exploitation on victims and survivors.
- Deliver professional and empathetic communication when engaging with reporters and external stakeholders.
- Support presentations, training activities, awareness initiatives and information sharing opportunities when required.
- Represent IWF professionally in interactions with internal and external stakeholders.

Stakeholder engagement

- Build and maintain effective working relationships with colleagues, IWF Members, law enforcement partners, industry partners and other stakeholders such as international hotlines.
- Contribute specialist expertise to meetings, projects, consultations and working groups.

Continuous improvement

- Identify opportunities to improve operational processes, systems and ways of working.
- Contribute to the development, testing and evaluation of new technologies, tools and services.
- Support organisational projects and change initiatives as required.
- Contribute to the creation and maintenance of operational guidance, knowledge resources and training materials.

- Support a culture of learning, innovation and continuous improvement.

Wellbeing

- Take responsibility for personal wellbeing and engage proactively with wellbeing support processes.
- Recognise when support may be required and seek assistance appropriately.
- Contribute to a supportive working environment that promotes psychological safety and colleague wellbeing.

Other duties

- Other duties as assigned, in line with IWF strategy.

Person specification

Personal Qualities

Requirements	Criteria
Values and respects different perspectives, backgrounds, strengths and working styles.	Essential
Communicates openly, respectfully and inclusively.	Essential
Demonstrates empathy and emotional intelligence when engaging with colleagues, reporters and stakeholders.	Essential
Takes ownership of responsibilities and is accountable for actions and decisions.	Essential
Demonstrates resilience and the ability to work effectively in a challenging operational environment.	Essential
Recognises the importance of wellbeing and actively engages with appropriate support mechanisms.	Essential

Contributes positively to a culture of trust, collaboration and psychological safety.	Essential
Demonstrates curiosity, openness to learning and a commitment to continuous improvement.	Essential
Supports colleagues appropriately and contributes to a positive and constructive team environment.	Essential
Able to work confidently within a clearly defined remit.	Essential

Skills and abilities

Requirements	Criteria
Strong analytical and critical thinking skills, with the ability to assess complex information.	Essential
Demonstrates a systematic and methodical approach to work.	Essential
Ability to manage competing priorities and see tasks through to completion.	Essential
Proven ability to communicate effectively in writing and verbally in a clear, concise and open manner.	Essential
Able to gather, evaluate and present information in a logical and meaningful way.	Essential
Demonstrates strong IT literacy and confidence using a range of digital systems and technologies.	Essential
Able to learn and adapt quickly to new technologies, systems and ways of working.	Essential

Experience of producing reports, research papers, briefings or analytical products.	Desirable
Knowledge of internet technologies, digital environments and online platforms.	Desirable
Experience of presenting information, findings or recommendations to a variety of audiences, including media outlets.	Desirable
Experience conducting OSINT investigations.	Desirable

Person specification (*continued*)

Experience

Requirements	Criteria
Experience of dealing with or investigating complex information using tools, processes and evidential standards.	Essential
Integrity and confidentiality demonstrating strong professional ethics.	Essential
Resilience and professional objectivity to work safely with highly sensitive a potentially distressing material.	Essential
Experience of maintaining accurate records and documentation with clear written and verbal communication.	Essential
Experience of working collaboratively within a team environment.	Essential
Experience within safeguarding, law enforcement, intelligence, investigations, online safety, risk assessment or related professional environments.	Desirable
Experience of working with confidential, sensitive or restricted information.	Desirable
Knowledge of child protection and safeguarding principles.	Desirable
Knowledge of online child sexual abuse and exploitation (CSAE) and associated harms.	Desirable
Knowledge of relevant UK legislation, regulation or policy frameworks.	Desirable
Understanding of data protection and information management principles.	Desirable
Experience of working with external partners, agencies or stakeholders.	Desirable
Awareness of technological developments and emerging online threats relevant to the IWF remit.	Desirable
Experience of working within repetitive, process-driven workflows.	Desirable

Hotline
(AUTHORISED ACCESS ONLY)



Wellbeing room
Counselling rooms
Acer meeting room



Main contacts

Internal:

- Hotline colleagues
- Senior Internet Content Analyst
- Software, Technology, Development, Corporate Affairs and Communications Departments

External:

- Law enforcement agencies
- Industry partners and Members
- International hotline networks/ reporting portals
- Government and regulatory bodies
- Academic and research partners
- Members of the public and service users

Details

Reports to: Senior Internet Content Analyst

Starting salary: £35,972.00 per annum, depending on experience + benefits

+ Benefits:

- 25 days annual leave entitlement (*Plus time off for Christmas closure*)
- Pension Scheme
- Life Assurance
- Private Health Care
- Cycle To Work Scheme
- Employee Assistance Programme

Hours: Full time (35 hours per week).

We are a family-friendly employer and take a flexible approach around personal commitments when agreeing work patterns.

Location: The role is office based only, in a supportive and friendly environment on the outskirts of Cambridge, in the Science Park. The building is also accessible with a lift and disabled toilet.



Awareness

This role will require the employee to view illegal and distressing content.

Counselling is provided.

Due to the distressing nature of the work that occurs within our image viewing roles, we believe that this environment may be unsuitable for some survivors of childhood sexual abuse, depending upon their personal history and trauma responses.

This position is subject to an enhanced DBS check.

We're a dog-friendly organisation and believe in the positive impact dogs can have on workplace happiness and well-being.



How to apply & more info

How to apply

Please visit iwf.org.uk/careers to download the application pack and complete all documents including:

- [Application Form](#)
- [Equal Opportunities Form](#)
- [Confidential Disclosure Form](#)

To ensure fairness and equality in our application process, completion of an application form is required. CVs will not be accepted. Please email the completed forms to: recruitment@iwf.org.uk

Previous applicants for this position may not re-apply.

Closing date: Sunday 8 November 2026.

Formal interviews:

Tuesday 24 November 2026.

We run an inclusive recruitment process and will share the competency-based interview questions at least 48 hours before your interview.

More info

Website: iwf.org.uk

Annual Report: iwf.org.uk/annualreport2025

Social Media:

- [Bluesky: iwf.org.uk](#)
- [X: @IWFHotline](#)
- [Facebook: InternetWatchFoundation](#)
- [LinkedIn: IWF](#)
- [Instagram: internet.watch.foundation](#)
- [YouTube: IWFHotline](#)

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Listen to our Podcasts

Our podcast tells, for the very first time, the story of online child sexual abuse through the words of victims, the people fighting to eradicate it, law enforcement, internet companies and, even perpetrators:

iwf.org.uk/podcast

Our series of short podcasts feature exclusive discussions with IWF staff, leading experts and academics covering a wide variety of topics including our Hotline, tech, encryption, policy and how these impact the criminal circulation of child sexual imagery online:

iwf.org.uk/shortcast

A day in the life

We follow our Hotline Manager Tamsin on a regular workday. Read more:

iwf.org.uk/adayinthelife

