

All children deserve
protection from
online sexual abuse

RECRUITMENT PACK

Development Officer

Working to stop child sexual abuse online

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.**

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

The Job

You'll be working in our Development Team which manages our income generation programme, working to proactively gain IWF members, maintain and develop relationships with existing members, and develop other services to grow our global base of companies and organisations to meet our vision.

We welcome applications from those from sales, technology, or charity backgrounds. To succeed in this role, you'll need to share our vision; have a strong sense of strategy; and use your persuasive skills to talk to tough audiences to gain their support in working to eliminate online child sexual abuse imagery.

Purpose

To undertake a series of duties to help diversify and build the IWF's income base through Membership, strategic partnerships and fundraising. To support existing members with a responsive service.

Play a full role in the Development Team, and the wider IWF mission.

Key Duties

Membership Sales, Income Generation & support

- Under guidance of the Development Manager to support the sales function and diversified income generation from partners, including communicating with existing and potential members.
- With the support of colleagues, provide a first-class, relevant and responsive service to our members.
- Provide support to Development Manager with due diligence checks on potential members or funders.
- Where requested provide paperwork including membership agreements & relevant licenses to members.
- Ensure records are up to date and

accurate using agreed IWF systems, including Salesforce.

- Day to day delivery of services to Members by coordinating with IWF colleagues from other departments.
- Provide support to Funding Council as required.
- Provide support in analysing IWF data to realise membership potential.
- Maintaining and updating Member information on the IWF website ensuring content is current and relevant.
- Responsibility for liaising with the Development Manager and IT Manager to ensure technical services are delivered to Members efficiently.
- Communicating with potential members, customers and other partners on phone and in person, using a combination of proactive and reactive sales methods in identifying, progressing and securing prospective membership opportunities.
- Supporting the development and evaluation of alternative case uses of our datasets.
- Supporting Department Managers by attending meetings and making presentations if required.
- Supporting and delivering marketing campaigns.
- Supporting the set up and implementation of any new Reporting Portals approved by Senior Management. Updating the IWF website for the Development Department.
- Helping to deliver events as required.

Other activities

Provide support to the Development team including, but not limited to:

Job description continued

- Maintaining accurate records.
- Maintaining 'donations' and other identified areas of website related to income generation.
- Dealing with general telephone enquiries.

Knowledge and skills

- Ability to actively engage with stakeholders as part of a sales function.
- Ability to understand the sensitive arena in which the IWF and its members and customers operate.
- Excellent presentation, written and verbal communication skills.
- Meticulous record keeping skills.

Other

- Be open to working flexibly, out of hours when required.
- Some limited travel, normally within UK but may include international as needed.
- Contribute to a positive internal communications environment.
- Deliver IWF values in every aspect.
- Carry out any other reasonable duties as may be requested.
- Adhere to the requirements of relevant legislation (i.e., Health and Safety, Data Protection Act).

Reports to: Development Manager

Salary: £36,677.00 per annum

Benefits:

- Generous annual leave entitlement
- Pension Scheme
- Life Assurance
- Private Health Care
- Cycle To Work Scheme
- Employee Assistance Programme and more.

Hours: Full time - 35 hours per week

Location: Home-based with occasional travel to IWF office in Cambridge when required.

The person in this role will not be required to view criminal images.



Person specification

Educational qualifications

Requirements	Criteria
Degree or equivalent qualification	Desirable

Experience

Experience in a customer facing role, both public and business related	Essential
Experience in an administrative role	Essential
Experience of working in a sales environment	Desirable
Experience of dealing with diverse stakeholders	Essential
Experience of record-keeping and database maintenance	Essential

Skills, abilities & knowledge

Ability to communicate with diverse audience by telephone, email and in person	Essential
Able to prioritise competing demands	Essential
Able to work to deadlines	Essential
Competent with all Office products	Essential
Knowledge of Salesforce (or other CRM/database programme)	Desirable
Familiar with internet industry	Desirable
Second language	Desirable

Personal qualities

A genuine interest in working for the IWF	Essential
A proactive, positive and professional approach to work	Essential
Enthusiastic and customer focussed	Essential
Organised and flexible	Essential
Able to work constructively with IWF colleagues	Essential
Able to use own initiative to fulfil duties and solve problems	Essential
Outstanding interpersonal and communication skills	Essential
Enjoy a dynamic, pressured and varied working environment	Essential

How to apply & more info

How to apply

Visit 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 8 July 2022

More info

Website: iwf.org.uk

Annual Report: annualreport2021.iwf.org.uk

Social Media:

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

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