

All children deserve
protection from
online sexual abuse

RECRUITMENT PACK

Graphic Designer - Mid Level



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



“

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



“

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.

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

”

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.

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

”

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

Purpose

The Graphic Designer will work in collaboration with the Communications Team to oversee delivery of IWF creative content to ensure that creative needs and objectives are met.

You will take responsibility for best practice, brand enforcement and co-ordinating content and creative design across the charity under the guidance of, and in conjunction with, the Marketing Manager.

As a member of the Communications Department, you will also be required to actively contribute to overall department objectives and support the Senior Leadership Team and other colleagues when needed.

Main Responsibilities

- Design and produce highly innovative, quality, branding, print and digital solutions for the Communications Department and wider teams.
- Work with the Marketing Manager as a brand ambassador for IWF ensuring all internal/external creative is up to date and branded correctly.
- Create infographics, illustrations, and icons for use across the organisation.
- Use the appropriate brand colours, typefaces, and layouts for each graphic.
- Prepare rough drafts, present ideas, and articulate the design rationale clearly.
- Work with agencies, copywriters and other third parties to produce final designs/deliverables.
- Test graphics across various media and amend designs after feedback.
- Ensure final graphics and layouts are visually appealing and on-brand.
- Ensure that all project deadlines are met.
- Keep up to date with trends, technology and competitors to ensure the IWF are at the forefront of the industry.
- With the Marketing Manager, assist with creating accurate costings and delivering projects/campaigns within budget.
- Attend meetings as required – virtual and in-person (Covid dependent).
- Help develop/maintain a suite of on-brand Microsoft Office templates for staff use in Word, PowerPoint etc.

Continued overleaf.

Job description continued

Organisational Responsibilities

- When required, to work alongside colleagues on campaigns and promotions.
- Demonstrate a personal commitment to embracing and promoting a positive approach to the achievement of acceptance, openness, and equality of opportunity at work for people from under-represented groups (i.e. such as those with disabilities and from the LGBTQ+ and BAME communities).
- Establish good working relationships with external partners and agencies.
- Understand, demonstrate, and apply IWF values.
- To work flexibly where required, with some unsociable out-of-hours, or weekend working on occasion.
- To support a positive working environment.
- To carry out other reasonable duties as may be requested by the Senior Leadership Team.
- To adhere to requirements of relevant legislation (i.e., Health and Safety, Data Protection etc.).
- Some UK travel may occasionally be required.

Reports to: Marketing & Events Manager

Salary: £18,000.00 - £21,000.00 per annum dependent on experience + benefits (Full Time Equivalent £30,000.00 - £35,000.00)

Hours: Part time = 3 days per week, hours negotiable

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



Person specification

Skills & abilities

- Proven graphic design experience of at least five years.
- Strong conceptual skills, high level sense of design, layout and typography, a broad thinker who is able to offer a variety of design solutions.
- Familiarity with Adobe Creative Cloud with a focus on InDesign, Illustrator and Photoshop.
- Proven ability to create designed assets for various applications/environments including web, email, social media, and print.
- Ability to work methodically and meet deadlines.
- Excellent attention to detail and problem-solving skills.
- Able to lead on projects from start to finish, to use initiative and to work autonomously.
- Ability to manage relationships with suppliers and agencies.
- Excellent communication skills - both written and verbal.
- A keen eye for aesthetics and detail.
- Strong organisational skills and ability to manage multiple projects and deliver to tight deadlines.
- The ability to come up with creative ideas and solutions with input and feedback from the Communications Team and other departments.
- Ability to work collaboratively as part of a team and to respond proactively and when required.
- Dedicated to own learning and development.

Person specification

Requirements	Criteria	
Confident and experienced with Adobe Creative Cloud Suite of tools – specifically InDesign, Illustrator and Photoshop.	Essential	A good technical understanding of producing assets for print production and digital. Essential
Extensive exposure to professional graphic design environment with proven experience working as a Graphic Designer.	Essential	Excellent organisational and team working skills. Essential
Ability to work on a MS Windows computer and with Office applications.	Essential	Demonstrate examples of previous creative work in a portfolio or similar. Essential
A creative eye and the ability to take constructive feedback.	Essential	Educated to A-level or higher. Desirable
Strong verbal and written communication skills.	Essential	Experience of using social media. Desirable
Familiarity with updating website content via a CMS.	Essential	Video editing experience. Desirable
Good time management.	Essential	
Team player.	Essential	

A degree in Design or a related field is a plus but not 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 11 February 2022

More info

Website: iwf.org.uk

Annual Report: annualreport2020.iwf.org.uk

Social Media:

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

Our office

Discovery House
Vision Park
Chivers Way
Histon
Cambridge
CB24 9ZR
UK

Tel: +44 (0)1223 20 30 30

Email: recruitment@iwf.org.uk



