



IWF

Internet
Watch
Foundation

Working together
to stop child sexual
abuse online

RECRUITMENT PACK

Head of Data and Insights

Working to stop child sexual abuse online

Protecting children is at the heart of everything we do. For nearly 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 HR 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 29 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 description

Main Purpose of the job:

- As our Head of Data and Insights, you will play a critical role in advancing the Internet Watch Foundation's mission by unlocking the full potential of the data and intelligence we hold.
- Shape a strong data strategy aligned with organisational priorities and regulatory shifts.
- Lead the data and analysis production, editing, and quality assurance of high impact grey literature including the Annual Data & Insights Report, thematic analyses, and policy briefings.
- Provide editorial oversight and quality control to ensure that IWF data and reports are accurate, authoritative, and accessible.
- Manage a team of quality assurance specialists that sit within the IWF hotline.
- Chair the cross organisational Data Governance Board to embed best practices in data capture, ethics, security, and sharing.
- Collaborate closely with internal teams (Hotline, Tech, Policy & Comms) and external stakeholders including regulators, governments, law enforcement, tech firms, NGOs, and academia.
- Improving data practices and making use of new technology to enable evidence-based decision making and ensure maximum impact of IWF's unique data in support of the charitable mission.

Key Responsibilities

Strategic & Leadership

- Design and deliver a multi-year, cross-cutting data and insights strategy that advances IWF's mission.
- Ensure ethical, impactful, and methodologically sound data analysis and research practices.
- Serve as a trusted data partner, ensuring insights are timely, accessible, and tailored to influence key stakeholders across the tech industry, government, law enforcement, and international bodies.
- Work with communications and policy colleagues to develop and implement a research and insights strategy to harness IWF's operational data and intelligence to inform policy, advocacy, and strategic planning.

Data Analysis and Reporting

- Collaborate with internal teams to identify key research priorities and turn operational data into actionable insights with compelling storylines for varied audiences.
- Oversee the data-led design, analysis, and delivery of high-quality reports, white papers, briefings.

Partnerships and Representation

- Act as a subject matter expert and represent the organisation in high-level external forums, conferences, and collaborations.
- Work closely with partners in law enforcement, tech, civil society, and academia to share findings and co-develop research initiatives.
- Respond to data and research requests from partners and with policy colleagues, contribute to evidence-based advocacy efforts.

Data Governance & Quality

- Collaborate with IT and operations teams to ensure there are robust systems for data collection and analysis.
- Be a data champion within the organisation, improving data literacy across teams and driving the importance of data integrity, data and research ethics, GDPR, and Data Protection.
- Chair the Data Governance Board, driving implementation of data lifecycle standards and ethical frameworks.
- Monitor data quality and compliance – from intake through analytics to dissemination.
- Ensure the rigorous review of all reports that require IWF's data and analysis.

Team Building & Culture

- Line manage the quality assurance team, which provide a critical friend role within the IWF hotline for the assessment and categorisation of child sexual abuse material (CSAM), supporting professional development and wellbeing in a highly emotionally demanding area.
- Foster inclusive, trauma-informed, and ethically grounded data practices.

Person specification

Educational qualifications

Requirements	Criteria
Educated to degree level.	Essential
Postgraduate degree in social sciences, international relations, public policy, or a related field.	Desirable

Experience

Requirements	Criteria
Leadership or senior level roles in data analytics, data science and/or data governance.	Essential
Expertise in designing, implementing, and managing data governance frameworks that ensure data quality, accuracy, and compliance.	Essential
Experienced in aligning data strategy with business goals.	Essential
Skilled at transforming complex data into clear, business-aligned insights for internal, external, and non-technical stakeholder.	Essential

Experience (continued)

Requirements	Criteria
Expertise with data manipulation and analysis tools such as Excel, PowerBI, Tableau, SQL, Python and R.	Desirable
Demonstrated ability to identify trends by applying business and contextual understanding, not purely quantitative analysis.	Desirable
Experience in driving data accuracy and consistency, to support reliable business decision making.	Desirable
Experience in digital safeguarding, child sexual abuse research, online harms, or international policy.	Desirable

Personal qualities

Requirements	Criteria
Highly motivated, enthusiastic and flexible.	Essential
Approachable, friendly manner with an ability to develop good working relationships.	Essential
Ability to grasp complex issues.	Essential
Able to meet IWF's values (integrity, working excellence and future focussed) in all aspects of your work.	Essential
Strong problem-solving and critical thinking abilities.	Essential
High attention to data accuracy and quality.	Essential
Ability to foster a data-driven culture across the organisation.	Essential
Able to work constructively with internal and external professional colleagues.	Essential
Curious and eager to learn.	Essential
Performance driven and client focused.	Essential
Proactive attitude.	Essential



Main contacts

- Senior Leadership Team
- Technology Team
- QA/Data Team
- Communications Team
- Hotline

Reports to:

- Chief Technology Officer (CTO)

Direct reports:

- QA Manager
- Data Analyst

Important notes

- This role will require the employee to view illegal and distressing content.
Mandatory counselling is provided.
- 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.



Details

Salary: From £72,311.00 depending on experience + benefits

+ Benefits:

- Generous 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: This is a hybrid role. The successful candidate will be required to view criminal material, so will occasionally need to travel to the IWF offices in Cambridge. Office days will be agreed with your Line Manager. The building is also accessible with a lift and disabled toilet.



How to apply & more info

How to apply

Please download and complete the following documents:

- [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

Closing date: Sunday 14 September 2025.

More info

Website: iwf.org.uk

Annual Report: iwf.org.uk/annualreport2024

Social Media:

- [Bluesky: iwf.org.uk](#)
- [X: @IWFFHotline](#)
- [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

