



**IWF**  
Internet  
Watch  
Foundation

Working together  
to stop child sexual  
abuse online

All children deserve  
protection from  
online sexual abuse

**RECRUITMENT PACK**

Internal Communications Officer

12 months fixed term contract - 3 days per week

# Working to stop child sexual abuse online

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**Protecting children is at the heart of everything we do. For over 28 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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## 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 delicate 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, 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.*

**Derek Ray-Hil, Interim 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 28 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

## The Job

We've launched 'Project Change' at IWF. It's a transformation programme to lead IWF into the future. We will better support our Members, help them meet the requirements of increasing global regulation, supercharge our technical capability and ultimately benefit victims of child sexual abuse.

You will work with the Project Change Manager and the Communications Team to ensure that all areas of the organisation are kept informed and engaged with the change programme.

You will develop an approach that focuses on constructing messaging, presentations, reports and other relevant collateral that supports the programme, with a strong focus on people.

## Key responsibilities include

- Project communications planning and execution to support the delivery of the Project Change programme.
  - Developing a communications strategy that reflects the project goals and takes into context project constraints.
  - Ensuring consistency of, and championing, messaging across internal channels.
  - Supporting, encouraging and championing cross-departmental information sharing and collaboration.
  - Working with project team and project stakeholders to prepare messaging, reports, presentations and other materials.
  - Maintaining an understanding of stakeholder project needs ensuring tone, language and format of internal communications meets those needs.
- Developing communications strategies for mitigating potential risks.
  - Exploring employee engagement and understanding the context for internal communications by identifying challenges and barriers and suggesting actions for improvement during the project timeline and beyond.
  - Providing guidance to project communications activities such as preparing and conducting surveys, analysing and presenting survey results, conducting interviews, consultations and focus groups.
  - Ensuring all project communications are aligned with business as usual and internal and external plans and timelines.
  - Providing additional assistance when required to support the wider activity of the Communications team.

## Main accountabilities

- Development and delivery of a communications strategy aligned to the programme approach and plan.
- Development, delivery and management of the communications plan.
- Stakeholder mapping and engagement plan.
- Management and delivery of all Project Change communications material.

## Important notes

- This position is subject to an enhanced DBS check
- You will not be required to view criminal images.

# Person specification

## Educational qualifications

Marketing or related degree/ equivalent experience	Desirable
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## Skills, abilities and knowledge

Strong written and verbal communications skills.	Essential
Knowledge of project planning and communications plans and tactics.	Essential
Knowledge of stakeholder engagement practises in projects.	Essential
Microsoft Office packages (Word, Excel, Outlook, PowerPoint).	Essential
Knowledge of Viva Engage and SharePoint.	Desirable

## Experience

Successful delivery of internal communications plans.	Essential
Over 3 years' project management experience in a communications function.	Desirable
Producing written material to a high standard.	Essential

## Personal qualities

Good team worker.	Essential
Willing to listen and understand others and maintain credibility in your role.	Essential
Support others and gains trust, positive and enthusiastic.	Essential
Well organised, copes well under pressure, takes ownership, pro-active and goal focused.	Essential
Transparent and open, keeps others informed, takes action and is sensitive to people's needs.	Essential
Has a can-do, problem-solving attitude.	Essential



**Reports to:** Communications Director

**Salary:** £23,687.00 (£39,479 FTE)  
+ benefits

### Benefits:

- Annual leave entitlement of 15 days
- Pension Scheme
- Life Assurance
- Private Health Care
- Cycle To Work Scheme

**Hours:** Part time (21 hours per week)

**Location:** Cambridge



# How to apply & more info

## How to apply

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

- Application form
- Equal Opportunities Monitoring form
- Self 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](mailto:recruitment@iwf.org.uk)

**Closing date:** Sunday 2 March 2025.

**Interviews:** Week commencing 10 March 2025.

## More info

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

**Annual Report:** [iwf.org.uk/annualreport23](https://www.iwf.org.uk/annualreport23)

### Social Media:

- [X: @IWFHotline](https://twitter.com/IWFHotline)
- [Facebook: InternetWatchFoundation](https://www.facebook.com/InternetWatchFoundation)
- [LinkedIn: IWF](https://www.linkedin.com/company/iwf)
- [Instagram: internet.watch.foundation](https://www.instagram.com/internet.watch.foundation)
- [YouTube: IWFHotline](https://www.youtube.com/channel/UCIWFHotline)

### Our office:

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

Tel: [+44 \(0\)1223 20 30 30](tel:+441223203030)

Email: [recruitment@iwf.org.uk](mailto:recruitment@iwf.org.uk)

## 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](https://www.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](https://www.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](https://www.iwf.org.uk/adayinthelife)



