

IWF
Internet Watch Foundation

Working together to stop child sexual abuse online

RECRUITMENT PACK

New Business Development Manager

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 ambitious, persuasive and professional individual to join our Development department as **New Business Development Manager.** To be successful, you must be able to quickly understand the priorities of trusts, foundations, philanthropic donors and commercial partners and translate IWF's expertise, data and impact into compelling cases for support that grow and diversify our income.

You will be a confident, strategic relationship builder with excellent written and verbal communication skills, coupled with strong commercial awareness and a track record of securing new income from trusts and foundations.

You'll lead IWF's new business activity, identifying and cultivating prospective funders and taking them from first contact through to proposal, negotiation and agreement. You'll develop tailored applications and propositions, build a network of senior contacts and intermediaries, and secure sustainable, multi-year partnerships. Reporting to the Development & Income Director, you'll work closely with our Partnerships Manager to generate new leads and opportunities.

This is a target-driven role and the ability to manage a high-quality pipeline and multiple opportunities at once is a key requirement. You'll engage senior decision-makers and funders regularly, so credibility, sound judgement and excellent influencing skills are essential, and in return you'll see your work directly fund the protection of children online.

You could come from the non-profit, technology or online safety sector, or from a commercial background. Wherever you've built your experience, what matters most is your passion to do good and your drive to open new doors for our mission.

Main responsibilities

New business and business development

- Lead the identification, qualification and development of new partnership opportunities across, trusts and foundations, philanthropic donors and commercial organisations.
- Build and manage a high-quality pipeline of prospective partners, ensuring opportunities are prioritised according to strategic fit, income potential and likelihood of conversion.
- Develop and implement targeted prospecting and business development strategies across priority sectors, including technology, finance, digital safety and high-net-worth individuals.
- Research and identify prospective partners, decision-makers, funding opportunities and emerging market trends.
- Build relationships with senior decision-makers and influencers, creating opportunities for meaningful engagement with IWF.
- Lead the development of pitches, proposals, applications, presentations and partnership cases for support.
- Develop compelling, tailored propositions that demonstrate the value and impact of partnering with IWF.
- Lead partnership negotiations, working with internal colleagues to agree appropriate commercial, philanthropic and strategic arrangements.
- Convert new opportunities into sustainable, multi-year partnerships and income.
- Maintain accurate pipeline, forecasting and business development records, reporting regularly on progress against income and acquisition targets.



Main responsibilities *(continued)*

Trusts, foundations and philanthropy

- Identify and cultivate prospective trusts, foundations and philanthropic donors with the capacity and inclination to support IWF's work.
- Develop tailored approaches, cases for support and funding proposals aligned to funder priorities and IWF's strategic objectives.
- Build relationships with prospective funders and philanthropic networks, securing introductions and opportunities to develop new relationships.
- Identify opportunities for restricted and unrestricted funding, multi-year support and strategic philanthropic partnerships.
- Develop compelling narratives around IWF's impact, expertise and future priorities to support successful funding approaches.

Partnership proposition development

- Work with colleagues across IWF to develop innovative partnership propositions that generate income while delivering meaningful mission impact.
- Identify opportunities for commercial, service-led and social-impact propositions.
- Translate IWF's expertise, data, insight and mission into clear and compelling propositions for different audiences.
- Develop tailored partnership packages for priority sectors and audiences.
- Monitor external trends, market developments and partner priorities to identify new opportunities for IWF.

Strategic relationship development

- Build a network of senior contacts across relevant sectors to generate new introductions, referrals and partnership opportunities.
- Represent IWF externally at relevant events, conferences, roundtables and sector forums.
- Develop relationships with intermediaries, professional networks, advisors and influencers who can support IWF's business development objectives.
- Collaborate with existing partners and stakeholders to identify introductions and opportunities for new business.
- Ensure new partnerships are aligned with IWF's values, strategic objectives and ethical standards.
- Work with the Partnerships Manager to generate new leads, introductions and opportunities.

Main responsibilities *(continued)*

Partnership conversion and handover

- Lead prospective relationships through the full business development journey, from initial identification and qualification through to proposal, negotiation and agreement.
- Work closely with colleagues to ensure a smooth transition from new business development into ongoing partnership stewardship.
- Maintain clear records of opportunities, agreements, commitments and next steps.
- Capture learning from successful and unsuccessful approaches to continuously improve IWF's business development strategy.

Strategy and performance

- Contribute to the development and delivery of IWF's partnership and income growth strategy, with a particular focus on new business acquisition and diversification.
- Monitor performance against agreed income, pipeline, conversion and acquisition targets.
- Provide regular pipeline and forecasting updates to the Development and Income Director.
- Identify opportunities to diversify IWF's income base and reduce reliance on individual funding streams.
- Use market intelligence, data and relationship insights to inform business development priorities.
- Contribute to long-term sustainability planning through the development of new sources of income and cross-sector partnerships.



Person specification

Educational qualifications

Requirements	Criteria
A good general standard of education is needed for this post.	Essential

New business and business development

Requirements	Criteria
Proven track record of identifying, developing and securing new business or partnership opportunities from Trust and foundation donors.	Essential
Demonstrable experience managing a business development pipeline and converting prospects into income-generating relationships.	Essential
Experience developing and delivering successful pitches, proposals, applications and partnership propositions.	Essential
Demonstrable track record of securing and growing income through trust/foundation or commercial relationships.	Essential

Relationship building

Requirements	Criteria
Excellent relationship-building and influencing skills, with confidence engaging senior stakeholders and decision-makers.	Essential
Ability to develop relationships from initial prospecting through to negotiation and conversion.	Essential
Strong networking skills and ability to generate new introductions and opportunities.	Essential

Collaboration

Requirements	Criteria
Collaborative and adaptable, with the ability to work across teams and bring colleagues together around new opportunities.	Essential

Mission and values

Requirements	Criteria
Strong commitment to IWF's mission and the protection of children online.	Essential

Communication and proposition development

Requirements	Criteria
Excellent written and verbal communication skills, with the ability to create compelling cases for support and partnership propositions.	Essential
Ability to translate complex organisational expertise and impact into clear, persuasive propositions for different audiences.	Essential

Strategic and commercial thinking

Requirements	Criteria
Strong commercial awareness and ability to identify mutually beneficial partnership opportunities.	Essential
Ability to balance income generation with IWF's mission, values and ethical considerations.	Essential
Strategic thinker with the ability to identify emerging opportunities, market trends and potential new income streams.	Essential

Organisation and delivery

Requirements	Criteria
Highly organised, proactive and self-motivated, with the ability to manage multiple opportunities and competing priorities.	Essential
Strong attention to detail and ability to manage the full business development cycle effectively.	Essential
Experience using pipeline management, forecasting and reporting to monitor business development performance.	Essential

Sector experience

Requirements	Criteria
Experience in the technology, non-profit, online safety or related sectors.	Desirable
Knowledge of commercial or social enterprise income generation.	Desirable
Familiarity with regulatory, policy or safeguarding issues in digital and child protection landscapes.	Desirable

Main contacts

- Trusts and foundations
- Prospective major donors and philanthropic funders
- Development & Income Director
- Partnerships Manager
- Communications Team
- Hotline Team
- Quality Assurance Team
- Finance Team
- Other internal subject matter experts

Important notes

This role does not involve viewing child sexual abuse imagery. However, you will be working in an organisation where colleagues do this work, and the subject of child sexual abuse is part of everyday conversation, data and reporting and we encourage you to consider this when applying.

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

Reports to:
Development & Income Director

Starting salary: £54,075.00 per annum, depending on experience + 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: This role can be based in either our London or Cambridge office, with some travel between the two. Our new Cambridge Science Park office has step-free access, a lift, accessible toilets and accessible parking.



How to apply & more info

How to apply

Please email your CV and a cover letter to recruitment@iwf.org.uk. The IWF is a mission-driven organisation, so in your cover letter please tell us:

- How you meet the job description and person specification, using examples
- Why you want to work for the IWF
- Why you're applying for this role in particular
- How you would help us achieve our mission of eliminating online child sexual abuse

Closing date: Sunday 29 November 2026

As part of our inclusive recruitment process, longlisted candidates will be invited to a short screening call. If you're then invited to an in-person interview, we'll ask you to complete our standard application form at that stage, and we'll send you the competency-based interview questions at least 48 hours beforehand.

If you have any questions about the role, or need any adjustments to the application or interview process, please email **recruitment@iwf.org.uk**

As part of our inclusive recruitment process, longlisted candidates will be invited to a short screening call before interview. We'll then send you 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

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

Our office

Canopy House, 296 Cambridge Science Park
Milton Road, Cambridge, CB4 0WD UK
Tel: +44 (0)1223 20 30 30



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