

RECRUITMENT PACK

# Head of Fundraising

Internet Watch Foundation (IWF)

Compiled and published by



**Diversifying**<sup>TM</sup>  
**Group**



**IWF**  
Internet  
Watch  
Foundation



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# About IWF

**The Internet Watch Foundation (IWF) makes the internet a safer place for children and adults across the world. Our mission is to eliminate online child sexual abuse images and videos. 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 eliminate this material for good. And to show every child, there is someone out there who cares enough to help.**

The IWF was founded in 1996 and for 27 years we've given people a safe place to report imagery anonymously. As well as providing this service for the UK public, we also provide 48 reporting portals in countries without a hotline of their own including in India, Tanzania, Uganda, Ukraine and Zambia.

In 2006, we became a registered charity in England and Wales. Our operations are governed by a Memorandum of Understanding between the Crown Prosecution Service (CPS) and National Police Chiefs' Council (NPCC) linked to Section 46 of the Sexual Offences Act 2003.

We are funded by the internet industry and are independent of the government and police but work closely with both.

We have 155 Members, and these include some of the largest internet companies in the world - Amazon, Apple, Facebook, Google and Microsoft - as well as the largest ISPs and mobile operators in the UK.

The IWF Hotline is the heart of our operation. As well as receiving reports from the public we also have the powers to search proactively for illegal child sexual abuse content. We assess every report we receive. If it shows the sexual abuse of a child, we make sure the image or video is removed.

Doing this work depends on a team of compassionate and resilient staff members, who are highly trained. To support them we have a gold standard welfare programme which includes a comprehensive welfare package and a programme of counselling.

# About IWF (continued)

We are constantly developing new technology and bespoke tools which we not only use to find material, but we also provide a range of technical services to the internet industry to enable them to block and disrupt the distribution of online child sexual abuse. No child should suffer repeated abuse and victimisation.

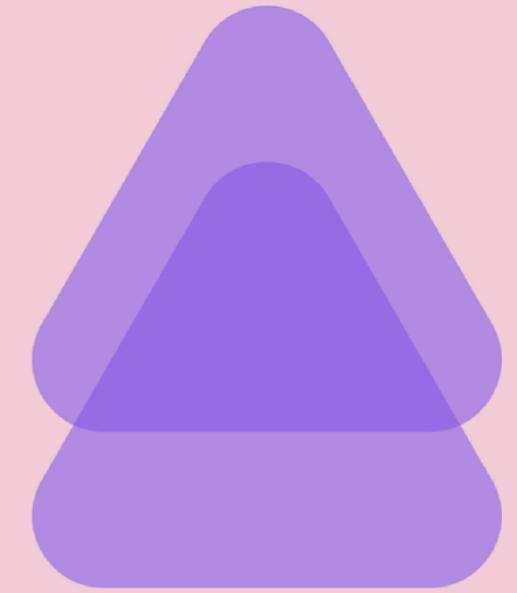
The IWF Hotline is the heart of our operation. As well as receiving reports from the public we also have the powers to search proactively for illegal child sexual abuse content. Our services include: the IWF URL List, which is a list of live web pages hosted outside the UK, which is deployed across the world to block access until such time as it is removed by the host country; the IWF Hash list which is a list of digital fingerprints of known images of child sexual abuse which is deployed by the industry to prevent the upload of duplicate images and the IWF Keyword list which is a list of terms used by paedophiles to find content which is used by search engines.

We assess every report we receive. If it shows the sexual abuse of a child, we make sure the image or video is removed.

**Our approach is about working in partnership. We encourage others to play their part, whether it is reporting to us, funding us, or collaborating on the best technology and research.**

The IWF is a partner in the UK Safer Internet Centre with partners Childnet International and the charity SWGfL. Collectively, we provide a hotline, two helplines and awareness raising and training for children in schools, for parents and teachers to help them keep themselves safer online. We also run the UK Safer Internet Day which in February 2020 reached 46% of all school-age children.

## Our Mission



**We detect, disrupt, remove, and prevent online child sexual abuse material using our expertise and resources as effectively as possible.**

# 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 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.

## **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.

# 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.

# Building an Inclusive Culture (continued)

## We commit to:

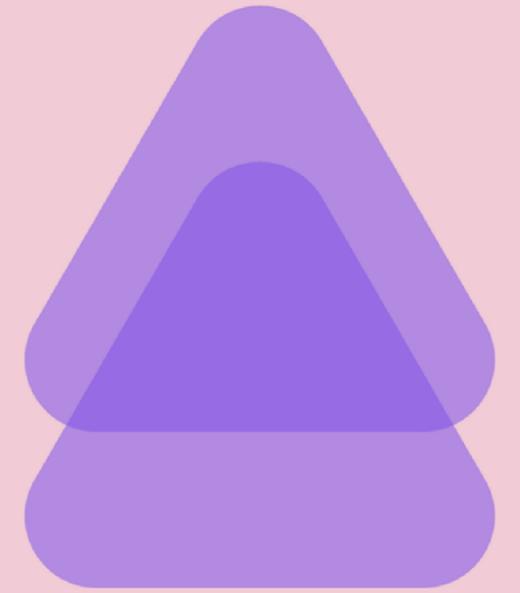
- Affirm our identity, explicitly and publicly, as an anti-racism organisation;
- Employ individual and organisational exploration and examination of
- bias, advantage, and oppression to continually learn about and dismantle racism and all its impacts;
- Reflect our anti-racism in the culture of our organisation through our policies, procedures, and practices;
- Particularly encourage applications from Black, Asian and Minority Ethnic candidates.



# How we are Funded

**We are funded by the generosity of private donors and our Member companies from the online and tech industries, including internet service providers (ISPs), mobile operators, content providers, hosting providers, filtering companies, search providers, educational establishments, trade associations and the financial sector.**

We work together to ensure their networks are a hostile environment for hosting known child sexual abuse images and videos and to protect internet users from accidental exposure to this content.



# About the Role

## **Basic Salary**

£60,000 to £70,000

## **Location**

Hybrid role, some travel to the office in Cambridge, as well as to Central London as required.

## **Reports to**

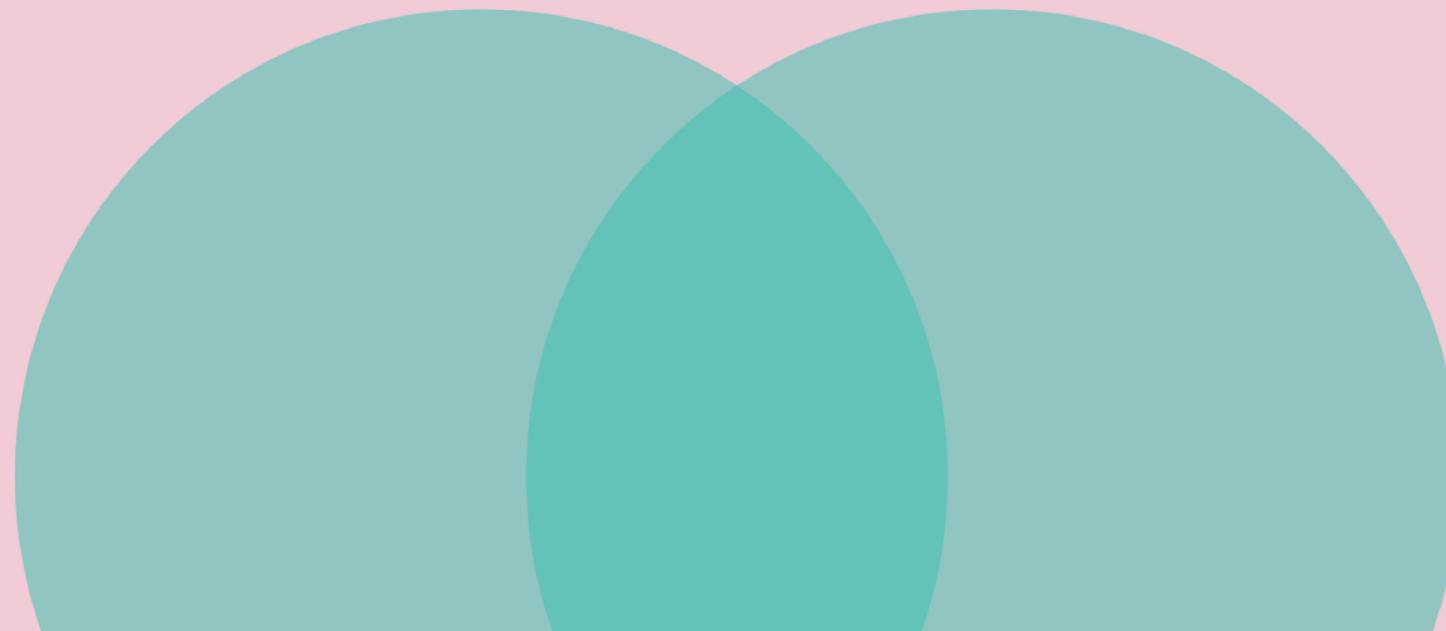
Deputy CEO/COO

## **Direct Reports**

Projects Officer

## **Main Purpose of the job**

To lead the fundraising activity of the IWF in cultivating, establishing and maintaining funding relationships with grant-giving organisations – including trusts and foundations, corporate sponsorship and donations, individual donations, partnerships, livery companies and statutory funders – in order to meet and grow income targets in support of the IWF's range of activities.



### **Key Responsibilities:**

The turnover of the IWF is circa £6m annually of which 85% is generated from Membership fees and the balance from a range of fundraising sources.

The Head of Fundraising will play a leading role in developing and implementing the fundraising strategy in order to generate maximum income from a range of grant-giving organisations and other sources.

They will work closely with the Senior Leadership Team, the Development Team who manage membership, and the Finance Team and will line manage the Projects Officer (grants & fundraising).

### **Main Accountabilities:**

To lead on the development and implementation of the overall Fundraising Strategy in line with the overall Theory of Change, Strategy and Business Plan.

To manage the fundraising income stream to achieve annual fundraising targets.

To line manage the Projects Officer and delegate tasks effectively.  
To manage fundraising applications and relationships, including leading the application process, working closely with colleagues across the organisation, and delegating to the Projects Officer as appropriate, to collate all necessary information, and compiling compelling final applications with detailed budgets and supporting material.

Managing a programme of research to identify funding opportunities for revenue funding across all areas of the IWF's activity.



### **Main Accountabilities (cont.):**

- To identify opportunities for increased funding from new statutory sources across all areas of the IWF's work.
- Oversee an effective programme of stewardship with funders to maintain good relationships as well as research, develop and nurture new relationships with potential future funders.
- To ensure that all required grant reporting is delivered to the highest standards on time, supporting the development of robust evaluation processes with colleagues where needed.
- To maximise the fundraising potential of the relationships of the CEO and other members of the SLT as well as IWF Trustees as appropriate.
- To prepare a quarterly written report for the IWF Board of Trustees and to make presentations to the Board as requested.
- To stay informed of key developments within the sector by monitoring government and third-sector policies and relevant publications.
- To prepare and make presentations to potential funders as appropriate.

### **Main Contacts:**

**External:** Grant-giving organisations – including trusts and foundations, corporate sponsorship and donations teams, individuals for donations, partnerships, livery companies and statutory funders.

**Internal:** Senior Leadership Team, the Development Team who manage membership, the Finance Team



# About You

**We would love to hear from you if you have expertise in creating and operationalising a fundraising strategy with the following skills, attributes and capabilities:**

- Track record in raising funds from a range of sources in charity, civil society or social enterprise.
- Experience in developing compelling proposals which secure numerous grants from trusts and foundations, or other funding organisations.
- Capability to establish and steward productive relationships with funders or other external stakeholders.
- Appropriate writing and communication skills, with an ability to convey detailed information concisely and compellingly.
- Financially literate and able to cost activities and create budgets
- Ability to work proactively and constructively with colleagues to develop high-quality proposals or other projects.
- Attention to detail and organisational skills.
- Capability to manage a small team
- Ability to prioritise and meet regular deadlines whilst working under pressure.
- Ability to act as an ambassador for the IWF amongst a range of high-profile external contacts.
- Forward-thinking, strategic, and self-motivated
- Effective presentation skills and an ability to express a compelling narrative.
- Able to work constructively with all IWF staff, Members, Customers and others
- Be as comfortable working on your own as well as in a team

# How to Apply

If this role is of interest, please submit your CV and supporting statement via the link below.

Your statement should be up to 2 pages long (no more than 900 words), answering the following question:

1. The IWF is a mission-driven organisation. What is your motivation to work for IWF and what attracts you to this role specifically?
2. What skills, experience and capabilities will you bring to help IWF achieve our mission of eliminating online child sexual abuse?



Head of Fundraising  
**Application Link**



## Interview Process

Stage 1 - Video Interview with Diversifying Group: Tuesday 9th May – Tuesday 16th May 2023

Stage 2 - Video Interviews with IWF: From Thursday 25th May 2023

Stage 3 - Final Stage Interviews with IWF: From Mon 5th June 2023

## Our Commitment

IWF is an equal opportunities employer and welcomes applications from people from all sections of the community. We would like to encourage applicants from black, Asian and Minority Ethnic backgrounds and those with disabilities.

**Closing Date: Sunday 7th May 2023 at 23.59hrs**

If you would like to discuss the role before applying, please feel free to contact - Emmanuel from Diversifying Group at [emmanuel@diversifying.com](mailto:emmanuel@diversifying.com).

# Accessibility & Adjustments

We are committed to providing reasonable adjustments throughout our recruitment process and we'll always endeavour to be as accommodating as possible. If you would like to discuss any specific requirements, please get in touch with Emmanuel Crosser at [emmanuel@diversifying.com](mailto:emmanuel@diversifying.com).

