

All children deserve
protection from
online sexual abuse

RECRUITMENT PACK

Head of Policy & Public Affairs

Working to stop child sexual abuse online

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.**

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 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.

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 28 years, we've given people a safe place to report it to us, anonymously, now covering 54+ countries.

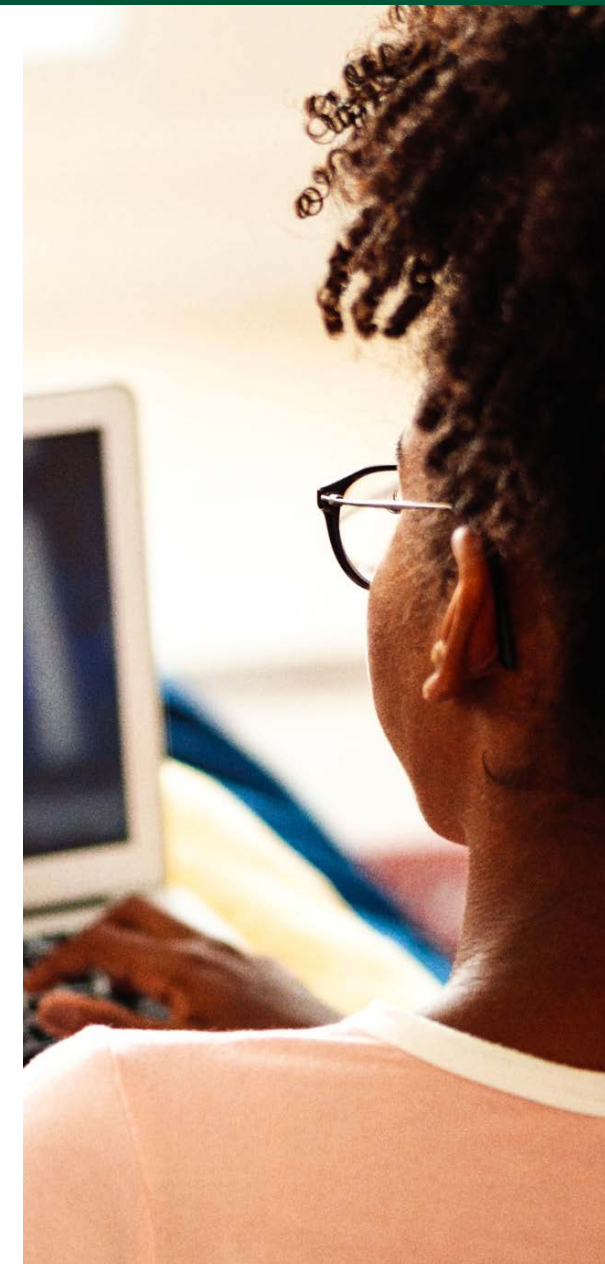
We assess every report we receive. If it shows the sexual abuse of a child, we make sure the image or video is removed from the internet. We provide bespoke services, products and datasets to our industry Members to prevent the imagery from re-appearing and make it harder for offenders to find and share.

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.

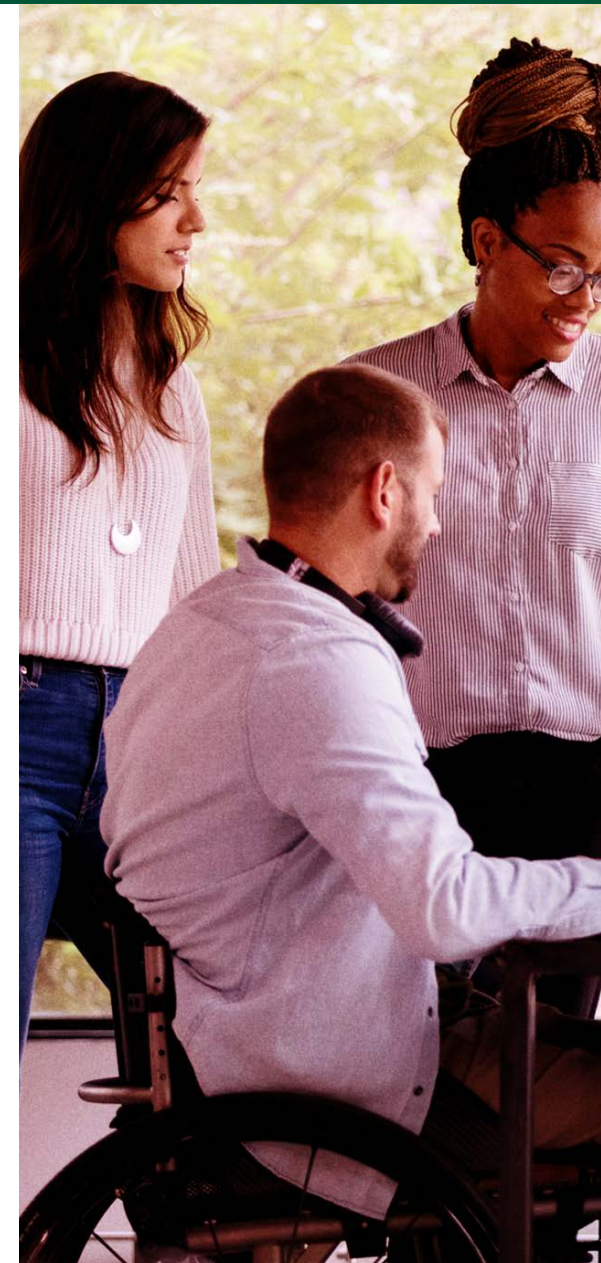
Addressing racism requires courage, respect and compassion and may not always be or seek to be comfortable.

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

Who we need

Reporting to the Chief Executive/ Communications Director, the successful candidate will develop and deliver the policy and public affairs strategy for the IWF. You will help the organisation foster closer working relationships with key players including politicians and civil servants. You will input into policy (i.e. legislative) developments relevant to the IWF across the UK, EU, Council of Europe and where necessary other markets of relevance to the IWF. You must have an excellent understanding of, and passion for politics and will be able to brief others at all levels in the organisation. With relevant experience including planning and implementing policy/public affairs programmes, you will be able to grasp this role and make a significant impact on what we achieve at home and abroad.

Main responsibilities

Policy and Public Affairs:

- To lead the Policy and Public Affairs (PPA) function for the IWF ensuring that activities are timely, strategic and focus on improving the child protection response to online child sexual abuse.
- To develop and execute the public affairs (PA) strategy for the IWF, ensuring it dovetails with other elements of the IWF business plan.
- To support the Communications Director in managing the PPA budget.
- To manage and direct a small team of PPA staff who are based in the UK and EU, as well as consultants and other agencies as required.

Job description (continued)

Across the UK, Europe and other relevant international markets:

- To follow and input into policy (i.e. legislative) developments relevant to the IWF across the UK, EU, Council of Europe and where necessary other markets of relevance to the IWF.
 - To develop policy lines, policy solutions and public affairs campaigns as needed.
 - Respond to consultations as appropriate.
 - To influence relevant Bills and legislation, providing briefings, amendments and other materials as required by policy makers.
 - To identify and engage with relevant politicians and decision-makers across the UK and EU primarily.
 - To manage, develop and grow the IWF's network of Parliamentary Champions.
 - To ensure the effective and efficient function of the UK All Party Parliamentary Group on Online Safety on Social Media.
- To participate in relevant platforms, forums, working groups at UK, EU and international level.
 - To present to influential audiences and carry out media interviews where required.
 - To manage the contracts with the external PA agencies in the UK and EU; advise the Chief Executive and Communications Director on the services required and manage the procurement process of such services.
 - To have regular contact with external agencies PA teams in London and Brussels to discuss strategies and tactics to meet the needs of the IWF.

International:

- To follow and represent the IWF on international standards setting bodies such as the UN Internet Governance Forum, Eurodig, ICANN and IETF as appropriate.

- To ensure IWF's policy and public affairs activities support the international work of the IWF.

Within IWF and our membership:

- To prepare papers for Board and brief Board members.
- To brief and advise the Senior leadership Team (SLT) and other staff regarding political developments and initiatives which may affect the IWF.
- To help IWF staff sitting at all levels of the organisation understand the PPA strategy and its place in our mission to help us meet organisational goals.
- To ensure that other key communications staff are well-briefed and advised in order to enable them to support the PPA team in achieving the PPA objectives.
- To liaise, brief and consult with IWF Members regarding relevant policy developments as appropriate.

- To develop strong and collaborative relationships with our Members and their public policy teams.

Reputation:

- To plan and organise events as required.
- To manage, log and respond to the day-to-day enquiries where needed.
- To be an IWF spokesperson at events, presentation opportunities and in the media.
- To communicate the work and successes of the IWF among different target groups, enhance reputation and increase understanding of the IWF.
- To respond, where appropriate, to criticism using sensitivity and sound judgement taking into consideration the political and social context in which the IWF operates.

Job description (continued)

Team development:

- Line management of a team - appraise, set personal development plans and objectives and have regular 1 to 1s.
- Fostering an environment of continuous personal and professional learning.
- Be a mentor and adviser to the team and across the organisation on matters relating to policy and public affairs

Other:

- Some national and international travel will be required
- To work flexibly where required with some unsociable or weekend working on occasions.
- To give support to colleagues throughout the organisation and aid communications colleagues responsible for other disciplines.
- To support a positive working environment.

- To represent the IWF externally as appropriate.
- To carry out other duties as may be requested by the Chair, CEO or Directors
- To adhere to requirements of relevant legislation (i.e., Health and Safety, Data Protection).

Important notes

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

Reports to: CEO/Communications Director

Salary: The salary band for this role is **£70,205 to £80,500** and whilst we would typically appoint at the start of this band some negotiation may be allowed for exceptionally experienced candidates.

+ Benefits:

- Generous annual leave entitlement
- 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: Hybrid working with travel to IWF Offices in Cambridge. National and international travel is required.



Person specification

Educational qualifications

Requirements	Criteria
Educated to degree level	Essential
Evidence of continued self-development in the area of public relations and/or public affairs	Desirable

Experience

Requirements	Criteria
At least five years' public affairs and policy experience	Essential
Experience working directly with UK or EU policy-makers	Desirable
Experience of the IWF's area of market activity	Desirable
Experience of planning and implementing policy and public affairs programmes	Essential
Evidence of measurable successes in previous role(s)	Essential
Politically aware	Essential
Evidence of working with national and specialist media, giving interviews/writing comments	Desirable

Skills, abilities & knowledge

Requirements	Criteria
A strategic and creative thinker	Essential
High level of written and verbal communications skills	Essential
Ability to work under pressure and to manage competing deadlines and demands	Essential
Ability to grasp complex issues	Essential
Familiar with Word, Excel and PowerPoint	Essential

Personal qualities

Requirements	Criteria
Highly motivated and flexible	Essential
Able to work constructively with CEO, senior managers, Board members and staff	Essential
Able to command the respect and co-operation of internal and external professional colleagues	Essential
Customer focused	Essential
Sound judgement	Essential
Tact and diplomacy	Essential
Able to present a case persuasively to senior colleagues and external audiences	Essential
Performance driven	Essential

How to apply & more info

How to apply

Applicants for this role will need to provide the following:

- Application form
- Equal Opportunities Monitoring form
- Self Disclosure form

Visit [iwf.org.uk/careers](https://www.iwf.org.uk/careers) to download the personal statement and equal opportunities monitoring form.

Short-listing will be based on an impartial scoring system to ensure fairness and equity.

Closing date: As we need someone to start as soon as possible, we will be interviewing suitable candidates at the earliest opportunity.

More info

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

Annual Report: [iwf.org.uk/annualreport2023](https://www.iwf.org.uk/annualreport2023)

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)

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