



NSPCC JOB DESCRIPTION

JOB TITLE: Head of Child Online Safety

DIRECTORATE: Strategy, Policy and Evidence

LOCATION: London

DATE APPROVED: November 2015

Context and background

The NSPCC believes that every childhood is worth fighting for. The Online Safety team within the Strategy, Policy and Evidence Directorate has responsibility for our strategy, policy and co-ordinating the related programme of work in relation to keeping children safe online. We work right across the organisation and with our partners and supporters to deliver this mission and have the greatest impact.

The internet is having a massive impact on the lives of children in the UK. Children's experiences online are mainly positive, but issues such as sexual grooming online, child abuse images and cyber-bullying are major challenges. The dynamic nature of the digital world means the nature and scale of the challenge is fast-moving. It is clear that the risk to children is significant and growing. For example it is estimated that 50,000 people viewed child abuse images online in 2012 and ChildLine has recently reported a significant increase in calls from children who have been exposed to images involving the sexual abuse of a child.

The NSPCC is already doing a lot of trailblazing activity to create change on these issues. We are already the go-to place for many parents and children looking for information about how to use the internet safely. We have developed the first UK guide to the social networking sites that children use. We've spoken out about concerns about children accessing pornography online and the proliferation of child abuse images. And we've successfully lobbied government to make it illegal for an adult to send a sexual message to a child over the internet.

But we want to do much more. We have made child safety online a key organisational priority and have recently formed an exciting partnership with O2 to substantially increase our capacity to provide advice and support about online safety to parents and children. We are looking for an outstanding individual to lead our work in this area in the next year.

EVERY CHILDHOOD IS WORTH FIGHTING FOR

Job Purpose

1. Lead on the development and delivery of the child safety online strategy for the NSPCC, including delineating its boundaries, defining its purpose and contribution to the wider policy debate and setting a future vision of what the related programme of work will achieve in terms of positive change for children.
2. To champion and keep the voice of the child central to every aspect of this area of activity.
3. Be a key influencer and an ambassador for the child safety online work the NSPCC does both internally and externally, ensuring that it is communicated coherently and compellingly.
4. To provide inspirational leadership to colleagues across the NSPCC and externally to integrate this policy work into the planning of activities relating to direct child protection work, fundraising and others.
5. Develop NSPCC's key policy proposals in relation to child safety online.

Key Relationships – Internal

- Reports to the Head of Policy and Public Affairs
- Line manages Senior Analyst and Senior Consultant
- Director of Strategy, Policy and Evidence
- Other Executive Board Directors as relevant
- Relevant colleagues in: National Services; Fundraising; Childline; Communications; Legal

Key Relationships – External

- Liaison at a strategic and management level with industry and trade bodies within the technology sector
- Peers within the UK charity sector
- Child Exploitation & Online Protection Centre
- Internet Watch Foundation
- Professionals/trade bodies/organisations in all relevant sectors such as policing
- Government officials

Main Responsibilities

1. To take lead responsibility for creating, monitoring and managing a child safety online strategy, policy and accompanying programme plan to deliver it.
2. To coordinate the design and delivery of a selection of cross divisional activities, ensuring activities are prioritised, their impact maximised and that all work relating to child safety online across the charity aligns, and supports our policy programme.
3. Build and maintain strong and effective strategic relationships with external policy leaders, practitioners, industry representatives and influencers to build

the NSPCC's profile in child safety online policy and to identify and exploit opportunities for collaboration and partnership wherever possible.

4. Be an ambassador for the NSPCC's work on child safety online both internally and externally, ensuring that it is communicated coherently and compellingly.
5. To take lead responsibility for managing risk and reputation on all activities related to child safety online.
6. To recruit, manage, motivate and develop staff in line with NSPCC policies and best practice including regular 1:1 meetings, team meetings and regular performance reviews, coaching and mentoring staff for high performance, growth and personal development. To demonstrate best practice in the matrix management of other project based staff, commissioning expert skills as required.
7. To work with public affairs and communications to develop campaign strategies and external communications plans to create change to make the internet safer for children.
8. To work with Childline and other partners to ensure that the voice of the child is fully embedded in all child safety online activities.
9. To keep abreast of industry-wide developments and innovations that will have an impact on children's safety online.
10. To undertake specific projects as necessary and requested to support the Head of Policy and Public Affairs.

PERSON SPECIFICATION

1. Demonstrate excellent practical knowledge of the policy and influencing arena in relation to child safety online including relevant legislation, professional networks, key influencers and evidence of established, results bearing relationships.
2. Be an inspiring leader with strong people management skills across both line and matrix management structures.
3. Experience of designing, planning, monitoring and delivering projects to time and high quality standards. This should be in an environment of conflicting priorities, time pressure and challenging stakeholder relationships.
4. Evidence of successfully influencing decision-making and change within own organisation at a senior level, and substantial experience of bringing about significant policy/practice change.
5. Excellent communication skills - written and oral with the proven ability to communicate with persuasion and credibility to engage and influence senior board-level audiences.
6. Experience of print and/or broadcast media, and the ability to convey complex information in clear ways for a mass audience.
7. Proven track record of establishing and maintaining wide professional networks and building successful long-term relationships to generate partnership opportunities.
8. Have a high level of personal credibility and integrity, and possess excellent negotiation skills, with the ability to influence the highest level of Government, voluntary sector, industry and academia to adopt new policy and practice.
9. Be a solutions focused individual, with the clear ability to apply high-level original thinking to find new answers to entrenched and emerging problems.
10. Demonstrate outstanding analytical skills to assess and challenge evidence from widely varied sources, and apply learning to policy and practice, including ability to undertake, or critically assess, academic research.