

POSITION DESCRIPTION



Coordinator – Deterrence Campaign

Stop It Now!

About Jesuit Social Services

Jesuit Social Services is a social change organisation working to build a just society where all people can live to their full potential. We do and we influence. We accompany people and communities to foster and regenerate the web of relationships that sustain us all – across people, place and planet; and we work to change policies, practices, ideas and values that perpetuate inequality, prejudice and exclusion.

Our Vision

Building a Just Society

Our Mission

Standing in solidarity with those in need, expressing a faith that promotes justice.

Our Values

- Welcoming – forming strong, faithful relationships
- Discerning – being reflective and strategic in all we do
- Courageous – standing up boldly to effect change

Our Purpose

We work to build a just society where all people can live to their full potential – by partnering with community to support those most in need and working to change policies, practices, ideas and values that perpetuate inequality, prejudice and exclusion.

Position details

POSITION TITLE:	Coordinator – Deterrence Campaign (0.6 FTE)
PROGRAM:	Stop It Now! – The Men’s Project
LOCATION:	Richmond
REPORTING RELATIONSHIPS:	This position reports directly to Manger – Stop It Now! This position doesn’t have any direct reports although will play a lead role guiding the work effort of external partners and engaging with our Advocacy and Strategic Comms
EFFECTIVE DATE:	January 2025

Position Purpose

- Lead the planning and implementation of an innovative child sexual abuse prevention campaign. In collaboration with University partners and other industry partners, develop, deploy and evaluate deterrence messages across a range of online platforms.
- Manage and develop key relationships with stakeholders including industry partners, technology companies, law enforcement and other key stakeholders in child sexual abuse prevention.
- Utilize the deterrence campaign to guide advocacy efforts aimed at building the public, sector and government engagement in key priorities for child sexual abuse prevention actions including building awareness regarding the roles of different sectors (such as encouraging industry accountability).

Program Purpose

Deterrence Campaign

The anonymity, accessibility and affordability of online sharing platforms fuels the creation, accessing and distribution of child sexual abuse material and other forms of online child sexual exploitation of children. It is evident that more needs to be done earlier to disrupt and deter offending behaviour and protect children.

An online deterrence campaign offers a promising approach, backed by existing research evidence, which works with industry partners to deploy messaging that targets potential offenders, disrupting harmful behaviours and encouraging help-seeking for long-term behavioural change, ultimately protecting children.

Deterrence campaigns have proven to be effective in changing behaviours across various areas like smoking cessation, alcohol reduction, and crime prevention. By highlighting the benefits of change and the risks of harmful actions, these campaigns can reduce offending by disrupting networks, increasing risks for offenders, and reinforcing clear standards of behaviour.

International success stories, like Stop It Now! in the UK, show that deterrence campaigns can encourage help-seeking and prevent offending (Scanlan et al., 2024¹; Newman et al., 2024²).

With online child sexual exploitation becoming an increasing problem in Australia, it is urgent that we bring this issue into the national conversation. An online deterrence campaign could address many of the existing gaps by:

- Using current knowledge to develop large scale messages which intervene earlier in the offending trajectory.
- Engage technology companies in meaningful collaboration to prevent offending.
- Build evidence on effective preventative efforts.
- Build public awareness of the prevalence and impact of online sexual exploitation to facilitate an environment where change can occur
- Advocate for stronger government action

¹ Scanlan, Joel; Prichard, Jeremy; Hall, Lauren; Watters, Paul; Wortley, Richard (2024). reThink Chatbot Evaluation. University of Tasmania. Report. <https://hdl.handle.net/102.100.100/608878>

² Newman, E. F., Efthymiadou, E., Quayle, E., Squire, T., Denis, D., Wortley, R., Beier, K. M., & Koukopoulos, N. (2024). The Impact of a Public Health Campaign to Deter Viewing of Child Sexual Abuse Images Online: A Case Study of the UK Stop It Now! Campaign. *Sexual Abuse*, 36(6), 635-661. <https://doi.org/10.1177/10790632231205784>

Stop It Now!

The Deterrence Campaigns sits within our child sexual abuse prevention efforts including the implementation of Stop It Now! Australia. Stop It Now! is a child sexual abuse prevention program which works with individuals concerned about their own or someone else's sexual thoughts or behaviours towards children. It was first established by a victim-survivor of child sexual abuse in the U.S. 30 years ago, and we have been delivering the service here in Australia for over two years.

The program's key feature is an anonymous phone helpline for people who are worried about their own sexual thoughts and behaviours in relation to children, as well as professionals and family members who are concerned about the behaviour of others. The service also includes a website with advice, self-help materials and guidance to raise awareness around child abuse. Stop it Now! is dedicated to reducing or eliminating the sexual abuse and exploitation of children and seeks to achieve this by engaging with adults who may go on to harm children, and other protective adults. While the service can be accessed anonymously, all mandatory reporting guidelines are complied with

The Men's Project

The Men's Project is an initiative of Jesuit Social Services launched in 2017. It provides leadership on the reduction of violence and other harmful behaviours prevalent among boys and men, and builds approaches to improve their wellbeing and keep families and communities safe.

Our vision is for good men, respectful relationships and safe communities.

We will achieve this by:

- research to understand the behaviours and underlying attitudes of men and boys including related to violence, child sexual abuse and the well-being of men and boys themselves.
- promoting positive change around gender norms related to what it means to be a man in the 21st century as well as building skills to intervene to prevent violence; and
- developing innovative ways to stop cycles of violence and harmful behaviour among boys and men.

Current priorities for The Men's Project include:

- drawing on our Man Box research and child sexual abuse prevalence study, building a greater understanding of perpetration including opportunities for prevention and early intervention;
- supporting people who work with men and boys every day (e.g. teachers, sports coaches, social workers) to prevent violence and improve the well-being of men and boys;
- developing new early intervention approaches with adolescents at-risk of using violence;
- strengthening early intervention responses for adults and young people to prevent child sexual abuse; and
- drawing on our grounded practice experience, advocating for systemic changes that seek to prevent violence and child sexual abuse.

The Men's Project builds on Jesuit Social Services' over 45 year engagement with boys and men in trouble, but it also involves us leading new work to reduce violence, to improve the wellbeing of boys and men, and to keep families and communities safe..

Duties of the position

- Plan, execute, and lead a national digital deterrence campaigns aimed at preventing online sexual exploitation of children.
- Build and maintain relationships with a wide range of stakeholders to inform campaign approach and advocacy efforts including identifying opportunities to build on existing funding for the campaign.
- Develop and implement a project plan and governance structure including identifying and mitigating key risks, issues and barriers; identifying campaign requirements and outcomes; development of an advisory group; and stakeholder partnerships. .
- Work in partnership with University partners to monitor and analyse campaign performance, social media insights, and other digital analytics platforms to inform continuous improvement and reports to program management team.
- Identify opportunities to utilize the campaign to facilitate broader advocacy goals to engage public, sector and government in child sexual abuse prevention efforts including making the case for funding to sustain this effort. Liaise with internal Advocacy and Strategic Communication staff to coordinate engagement with government and other decision makers and to plan public facing aspects of the campaign.

Key Selection Criteria

1. Demonstrated strong capabilities in project development and management including identifying and mitigating risks, monitoring milestones, managing competing priorities and delivering outcomes within deadlines
2. Strong ability to build and maintain productive relationships with diverse stakeholders, including government, non-profit organizations, academic institutions, and community groups. Including experience in forming advisory groups and/or fostering collaborative partnerships to achieve shared goals.
3. Experience driving behaviour change through the use of online resources and technology is desirable
4. Demonstrated experience and expertise in planning, development, execution, and evaluation of campaigns or projects with comparable outcomes
5. Knowledge regarding child sexual abuse prevention efforts is desirable. However, ability and enthusiasm to build knowledge regarding ethical considerations in addressing sensitive topics like online sexual exploitation of children is essential

Key Performance Indicators

- Development and implementation of a project plan which clearly identifies project outcomes risk mitigations and governance structures.
- Deployment of evidence-informed campaign material including pop-ups and messaging via digital platforms in partnership with technology providers to interrupt possible offending and drive use of the Stop it Now! service.
- Evidence of work with University of Tasmania to utilize campaign data to assess for effectiveness, reach, and engagement and future campaigns adjusted as required to improve metrics.

- Evidence of development of and engagement with key stakeholders, both internal and external including the development of a consortium to oversee the work
- Identification and implementation of advocacy efforts including but not limited to media engagement, submissions and stakeholder engagement with a focus on securing policy / funding support to sustain this child sexual abuse prevention effort.

Key responsibilities of Jesuit Social Services Employees

Service delivery/ Practice Framework (program delivery roles)

- Engage and build positive and constructive relationships with internal and external stakeholders and program participants
- Deliver services consistent with program guidelines, relevant legislation and funding agreements
- Communicate clearly with others
- Manage competing priorities in a high-volume work environment
- Fulfil the reporting and administrative requirements associated with the position
- Other duties as required.

Team work and supervision (program delivery)

- Work effectively as part of a team, contributing to group outputs and reflective practice
- Actively participate in regular supervision with the line manager, staff meetings and professional development opportunities.

Continuous Improvement and Professional Standards

- Demonstrate a commitment to own learning and development
- Commitment to risk management and continuous quality improvement processes
- Compliance with relevant legislation, Code of Conduct, policies and procedures of Jesuit Social Services

Diversity, inclusion and culture

- Demonstrate respect and acceptance of diversity at all times and provide culturally appropriate support to all including Aboriginal and Torres Strait Islander peoples and those who identify as LGBTQIA+
- Interact with staff, participants and other stakeholders in a manner that is inclusive, respectful and non-discriminatory

Mandatory Position Requirements

- Current National and International (where required) Police Check
- Current Employee Working with Children Check
- Proof of eligibility to work in Australia

Safeguarding Children and Young People

Jesuit Social Services takes child protection seriously, we undertake a range of checks and processes to ensure safeguarding of children, and you are required to meet the behavior standard outlined in our Code of Conduct.

Conditions of Employment

Conditions of employment are in accordance with the current Jesuit Social Services Collective Agreement and Jesuit Social Services Policy & Procedures, including the Code of Conduct.

Employee Acknowledgement

I, _____ (please print name) acknowledge that I have read and understood the contents of this position description.

Employee Signature:

Date: _____

Position Description Approved by:
GM or ED

Position Description Review Date:
2 years from effective date