



Job description for the Director of the Breeches, Leather & Uniform Fanclub

June 2025

So, you think you want to run a leather club

A job outline for the Breeches and Leather Uniform Fancub

Introduction

I took over running BLUF in 2009, a task then referred to as 'webmaster.' The job that I inherited from Leon then is a very different one to the task facing my successors. Not only has the club grown, and acquired a legal identity of its own, but it now also operates in a very different world. Social media was a pretty new concept in 2009; apps were relatively new to most people; many leather and fetish events were organised by long-existing 'MSC' groups; online fundraising opportunities were much more limited; politicians had yet to become overly concerned with what happened in online spaces; and, of course, broadly speaking, things were on a positive trajectory for LGBTQ+ rights.

So much of that has changed; even BLUF itself has had two completely new websites in the period since I took over. Changes in legislation - particularly European Data Protection rules, and rules about online content, such as the UK's Online Safety Act, can't simply be ignored. As a legally established company, we have certain obligations there too. All this comes on top of the day to day running of the club, managing volunteers, co-ordinating with event organisers, dealing with the inevitable disputes between members, and so on.

BLUF has been lucky enough to ride the coat-tails of my own good fortune. I have been self employed throughout the time I've run the club, and for years it was essentially subsidised by my own business, with costs of hosting and so forth covered by me. When the website needed work, or the app needed an update, I could find time to do that, not least because I'm in the fortunate position of having relatively low housing costs. That means it's been possible for me, at various times, to dedicate weeks or longer to full time work for the club, without being paid anything near a market rate.

I write this not to talk myself up, but to help make it clear that the task of managing BLUF is no small one. It now encompasses not just the day to day management of photo approvals, member applications, calendar updates, and so forth. It requires programming skills, system management, an awareness of regulatory affairs, and more.

It is, in my view, very unlikely that we will once again find a single person with a combination of all the skills necessary; I didn't have all of them, and have learned much over the past sixteen years, as I expect my successors will do.

One of the key decisions that I have made is that, given the scope of the task, it is probably unreasonable to expect that we can find one person to take over as Director, who has the aptitude for all the things they will be required to do, as well as the time to do it.

So, in finding a replacement, we are actively seeking groups of people who can act as a team, as a board of directors, or management council - call it what you will. I have no set ideas on how many people will be needed; my gut feeling is probably around four, but perhaps there will be more.

Nor do I intend to bind the hands of my successors in terms of how they choose to manage things; our founder Leon has been counsel to me at times, but never a back seat driver, and I hope to follow his example.

You may decide that you want to commit to a fixed term - in which case, I'd certainly recommend fewer than sixteen years - or you might decide it's time to democratise the club. These will be your choices.

There are, of course, certain things that are less easily changed; the dresscode is the heart of the club - to dispense with it would negate the whole point of the exercise. The degree to which we try to protect the privacy of our members is, I would say, another thing that is altered only after

much consideration. The same is true of the belief that the club have no compulsory annual membership fee.

Over the rest of this document and its [Appendix](#), I will set out some of the key elements of the job, the tasks that you will need to fulfil, and policy areas that you may have to contemplate - some of which may well be difficult decisions.

Who are we looking for?

As noted above, I think we need a group of people, though your group may well be led by principally by one person. Or it may be a collective, if you think that's what will work for you.

Given the sheer scope of the job, I won't be considering applications from just one person – you will need to name people who will be assisting you.

Beyond that, obviously the people involved will need to be BLUF members, and ideally with some experience of the club. Again, I don't want to be overly proscriptive, but having been a member for a number of years is likely to give you a better idea feel for the club than being a newcomer. Even better if you have been involved in some way, like organising events, or have other relevant community experience.

I also believe that we will make better decisions, and be more inclusive, if we have a diverse group of people at the helm. Your application will be more likely to succeed if it includes people from a range of backgrounds.

Finally, of course, we are an international club; it will be useful if your group has language skills. And, given the online nature of much of what we do, it's entirely possible it will be split across more than one country.

Timetable

In terms of timescale, there is no fixed timescale for this transition - save that I absolutely wish to be retired by the time the club turns thirty in November 2027.

It is more important to ensure that a change of this magnitude is handled correctly than that it is handled fast. So, though it's not set in stone, I have a provisional timetable in mind for the first steps, bearing in mind that those interested may have to form groupings with other members before they can start planning.

- June 2025: Publication of this job spec
- August 2025: Initial expressions of interest should be submitted. Some groups may be screened out at this stage
- November 2025: More detailed proposals accepted from applicant groups

Between August and November, there will be an opportunity for interested groups to ask for more information on various topics, such as technical specs, day to day cash flow, and so on.

My hope is that this will enable a decision to be taken on the future of the club around the end of 2025 or early in 2026, with the intention of planning for a transition during the first half of 2026.

The Mission

Before getting stuck into the details, there's an important question. What do you think BLUF is for? Why does it exist? What's the mission? You need to think about that, because to a large extent it determines what comes next, what our members and volunteers expect, what we want people to do, what we need from the website, or apps, and so on.

My BLUF mission

So, what has my mission been over the last sixteen years? Here's the best distillation I can come up with, in no particular order.

- To keep the club active, and grow it while maintaining the original uniform ethos
- To ensure there's a stable financial foundation for the club
- To guard the privacy and security of members
- To make BLUF accessible in multiple languages
- To support and encourage volunteers who want to organise events
- To make BLUF a community, with events at its heart, where members can meet others in a friendly environment
- To dispel the idea that membership is an 'elite' status in the leather community, or only available to those who can afford the most expensive leathers
- To work alongside local leather groups, collaboratively supporting venues and getting people out in gear, whether full dresscode or not
- To use our own profile to support other groups, for example by listing their events in our calendar, or highlighting them on our blog or social media
- To lead by example where we can, including in the promotion of health, and standing up for marginalised members of the leather community
- To keep the club and its events free where possible, to show that there's still a space for real community, rather than just high-ticket corporate events
- To adapt and use technology including apps and social media to support all the above, as best as we can

You might have a more detailed vision, or something simpler; as I said, I don't want to tell my successors exactly how to do their job. But to make a compelling case for running the club, you'll need to have a vision. Should we do less - maybe just be a place you visit to get a BLUF number to share on other profiles - or more – and how would that look?

I look forward to hearing your ideas.

What the job involves

I hope this is as comprehensive a list as it can be, but the nature of running something like BLUF is that there could always be things that crop up which haven't been foreseen, or changes forced upon you that need a whole new area of expertise - for example, Brexit forced changes in the way we handle merchandise sales; changes to regulations or the policies of third parties we rely on may need attention at various times, actions by other people may require responses - like trademark issues, or inappropriate member behaviour, or local issues relating to a venue we use.

So, I have attempted to cover as much as I can, but there will probably always be more. And this initial document is more of an overview - in the process of a handover, there will be much more detail to come, some of it quite detailed or technical.

You may find some of the existing documentation, such as the Event Handbook and the Content Moderation Guide, provides additional useful context. These can be downloaded from the [document library](#).

If there are points on which clarification is needed, please get in touch via email to nigel.whitfield@bluf.ltd.uk.

The topics here are presented in no particular order. First, I'll present a summary of each area; then in the [Appendix](#), you can read a lot more detail, including more commentary and potential scenarios you may need to consider.

Day to day admin

Approval of photos; processing new members; responding to member queries; dealing with general enquiries; keeping the calendar up to date.

Privacy policies

Complying with GDPR and other relevant rules; designing systems to ensure privacy is protected; taking action against any privacy breaches; dealing with subject data access requests; maintaining Data Protection (ICO) registration.

Regulatory issues

Ensuring compliance with laws such as the Online Safety Act; compliance with German laws on extremist imagery; awareness of and planning for forthcoming regulatory changes; undertaking required risk assessments and reporting; responding to consultations or lobbying.

Member conduct

Resolving disputes on the site; dealing with complaints from third parties; disciplining members; considering behaviour outside BLUF.

Event planning

Approving use of the BLUF name and logo; maintaining guidelines for events; creating promotional images; communicating with regular event organisers; resolving disputes with venues or organisers.

Managing volunteers

Selecting volunteers; assigning permissions and tasks; managing them; providing training and guidance where necessary; documentation.

Policy formulation

Planning and documenting internal policy, such as codes of conduct, dresscode, member rules, terms of service; member surveys and consultation; lobbying and campaigning; participation in external policy areas.

BLUF's technical platform

Linux system admin; web and UX design; PHP, JavaScript and Smarty; database design; app programming and design; migration planning.

Third parties

Awareness of policy, API or other updates from third parties and appropriate actions; interactions between third parties and BLUF polices, eg data protection; selecting and contracting with third parties.

Finance and fundraising

Deciding on a funding policy for the club; soliciting donations; managing payment platforms; managing bank accounts, credit card facilities; budgeting; remuneration decisions; arranging member discounts; preparing accounts.

Merchandising

Merchandising strategy; product selection; product ordering and stock management; managing online stores; managing product shipping; organising in-person sales (eg at Darklands); handling contracts; dealing with relevant tax issues.

Intellectual property

Managing the BLUF trademark; budgeting for trademark renewal; dealing with IP lawyer as necessary; handling copyright issues; ensuring permissions are obtained for use other people's IP.

Promotion and media relations

Preparing publicity material for BLUF events; responding to media requests; handling interviews; writing blog posts and articles.

Equity and inclusion

Forming and implementing policy on equity and inclusion; web site translations; ensuring policy compliance by event organisers and other volunteers.

Corporate structure

Awareness of obligations under the Companies Act (or other relevant legislation); preparation of reports and other filings as necessary; planning the future corporate structure; allocating responsibilities for items like banking, ability to sign contracts; dealing with contractors.

Personal matters

Impact of the role on your personal engagement with the leather scene; ability to take time out; develop a thick skin.

Anything else?

I hope that this document has covered all of the things you'll need to consider as part of taking on the task of running BLUF. If you have questions, please [contact me by email](#).

Nigel.