**Job Title:** Volunteer Trail Ambassador / Herd Heros

**Location:** Various Locations Around Birmingham City Centre, Boldmere & Harborne

**Date:** Wednesday 16th July – Sunday 14th September 2025

**About Birmingham Hospice Bulls in the City Trail:**  
Birmingham Hospice is proud to present the "Bulls in the City" trail, a public art event that celebrates the city's rich culture and the work of the hospice. The trail features beautifully designed, life-sized bull sculptures placed throughout Birmingham, each uniquely decorated by local artists. The event raises funds and awareness for the vital services provided by Birmingham Hospice to support patients and families facing life-limiting illnesses.

**Role Overview:**  
As a Volunteer Trail Ambassador, you will play a key role in supporting the success of the Bulls in the City trail by engaging with visitors, enhancing their experience, and raising awareness of the important work of Birmingham Hospice. You will assist in guiding the public around the trail, providing information, and sharing the story behind the event and the sculptures.

**Key Responsibilities:**

* **Provide Information and Guidance:** Act as a friendly, knowledgeable point of contact for trail participants. Assist visitors in navigating the city and finding bull sculptures, ensuring they have an enjoyable experience.
* **Engage with the Public:** Encourage interaction and enthusiasm for the trail. Share facts about the sculptures, the artists, and the mission of Birmingham Hospice.
* **Promote the Cause:** Raise awareness about the work of Birmingham Hospice and encourage people to donate or get involved. Distribute promotional materials as necessary.
* **Monitor the Trail:** Help ensure the safety and upkeep of the sculptures by monitoring the surroundings, reporting any issues (e.g., damage or vandalism), and maintaining a positive atmosphere around the artwork.
* **Assist with Events or Activities:** If available, support any special events or activities related to the trail, such as guided tours, photo opportunities, or fundraising initiatives.
* **Provide Feedback:** Share visitor feedback and observations to help improve the experience and support the ongoing success of the trail.

**Qualifications:**

* Passion for art, community engagement, and supporting charitable causes.
* Excellent communication and interpersonal skills.
* Enthusiastic, approachable, and customer-service oriented.
* A love for Birmingham and a desire to share its cultural offerings with others.
* No prior experience required; full training and support will be provided.

**Benefits:**

* A unique opportunity to be part of a community event that supports Birmingham Hospice.
* Gain experience in customer engagement, public speaking, and event assistance.
* Meet like-minded individuals and contribute to a great cause.
* Recognition for your contributions to Birmingham Hospice and the Bulls in the City event.
* Bulls in the City branded t-shirt and lanyard

**Time Commitment:**  
This is a flexible volunteer position. We ask that volunteers commit to at least one shift per week during the duration of the trail (8 weeks). Shifts can be tailored to suit your availability.

**How to Apply:**  
If you are enthusiastic about Birmingham, art, and supporting a great cause, we would love to hear from you! Please submit your application via the Birmingham Hospice website or contact [wildinart@birminghamhospice.org.uk](mailto:wildinart@birminghamhospice.org.uk) for more information.

**Join us in making Birmingham a brighter place—one bull at a time!**