

Jamie First

I'm a strategic communications professional with more than a decade's experience across media relations, corporate affairs and crisis management.

With a foundation in journalism and significant experience in high-pressure settings, I bring a clear, calm and decisive approach to complex communications challenges.

For the past six years, I've led the media team at Ambulance Victoria, managing communication specialists and driving major campaigns in a politically sensitive and high-stakes environment.

Prior to this, I worked as a journalist with News Corp Australia, including at the *Herald Sun* and *Leader* newspapers.

This frontline media experience has given me an insider's perspective of the news cycle, an extensive network of contacts and the ability to shape narratives that cut through.

I'm a trusted advisor to senior leaders, valued for my clarity, judgment and ability to manage delicate issues with composure.

My work spans everything from proactive campaigns, such as leading AV's flagship *Shocktober* cardiac arrest awareness initiative, to managing daily media enquiries and critical incidents.

I bring a strong editorial eye, ensuring content is clear, consistent and impactful across all platforms, and I use data and insights to refine strategies and drive continuous improvement.

I hold a Bachelor of Communication (Journalism) with distinction from RMIT University and pride myself on being a collaborative, solutions-focused leader.

With a passion for purposeful communication, I help organisations tell their stories, navigate complexity and build trust.