

Jamie First

With more than a decade's experience in journalism, public relations and external affairs, I am an innovative and energetic strategic communications professional. My strengths lie in proactive media generation, stakeholder engagement and reputation, risk and crisis management. Passionate, motivated, organised and efficient, I am resilient and adept at managing complex and contentious issues, and seizing opportunities.

Primary Skills

- High-level media relations, including compelling storytelling
- Stakeholder and government relations
- Risk mitigation and problem solving
- Issues, crisis and reputation management
- Brand development
- Media training and coaching
- Strategic messaging and brief preparation
- Campaign leadership and execution

Key Attributes

- Exceptional written and verbal communication skills, including the ability to convey complex messages clearly, concisely and convincingly.
- Aptitude managing multiple projects concurrently, while meeting tight deadlines in a highly pressured environment.
- Strategic thinker and problem solver, with a "can do" attitude.
- Detailed, accurate and versatile, with a firm commitment to excellence.
- Driven, focused, hard-working and reliable.
- Creative, dynamic and positive.

Experience

2022 – current

Ambulance Victoria – Media Manager

- *Spearhead media strategies, providing expert direction, advice and support.*
- *Develop and execute communication plans, including holding statements, key messages, talking points and briefs.*
- *Lead campaigns, deliver training with consistent and effective messaging, write media releases and sub-edit copy.*
- *Generate comprehensive reports and analyse performance data.*
- *Manage reputational risk and problem solve.*
- *Respond to media enquiries and proactively identify and secure positive media.*
- *Cultivate and sustain strong relationships with internal and external stakeholders.*
- *Enhance team's skills in handling complex media interactions and issues.*

2019 – 2022

Ambulance Victoria – External Affairs Advisor

- *Pitch and generate proactive media stories, prepare briefs, talking points and media releases, and respond to media enquiries.*
- *Coordinate ministerial events, facilitate campaigns, and provide media training and strategic advice to senior management.*
- *Analyse, interpret and contextualise performance data, and conduct around-the-clock news monitoring.*
- *Address reputational risks and resolve complex issues.*

- 2019 **Freelance Communications Specialist**
- *Produce and edit content, generate creative ideas and coordinate events.*
 - *Conduct comprehensive research and analysis.*
 - *Distribute media releases and manage contact lists.*
- 2018 **Stonnington Council – Communications Officer**
- *Write and edit communication material, including media releases, speeches, alerts, newsletters and stories.*
 - *Address media enquiries and monitor news.*
 - *Organise and manage photoshoots.*
- 2012 – 2017 **News Corp Australia – Reporter**
Reporter at the Herald Sun, mX, Geelong Advertiser, Leader newspapers and The Weekly Times
- *Source and research stories, investigate tips, pitch, conduct interviews and report on a range of subjects, including high profile people, major incidents, emergencies, news conferences, events and council meetings.*
- 2012 **Chadstone Shopping Centre – Fashion Blogger**
- *Cover events, write and share content about experiences through blogs.*
- 2012 **City Journal – Entertainment Editor, Chief Sub-Editor and Reporter**
- *Lead content creation, sub-edit copy, provide editorial guidance and design newspaper layout.*
 - *Source and research stories, conduct interviews and report on entertainment news.*
- 2012 **Catalyst – Reporter**
- *Source and research stories, conduct interviews and report on a range of subjects.*
- 2011 – 2012 **Triple R – Producer and Presenter**
- *Source and research stories, conduct interviews and report on a range of subjects.*
 - *Cut sound grabs, curate content and determine story order.*
 - *Produce and present news bulletins on air.*
- 2011 – 2012 **Newsline (Channel 31) – Reporter and Presenter**
- *Source and research stories, conduct interviews, write and present news on air via autocue.*

Education

- 2010 – 2012 **RMIT University**
Bachelor of Communication (Journalism)
Graduated with Distinction
- 2009 **University of Melbourne**
Extension Program (completed first year university studies during VCE)

References

Available upon request.