

DIRECTOR OF COMMUNICATIONS

The Thoma Family and Thoma Foundation are seeking a Director of Communications. Serving as the centralized voice for the Thoma family brands, the Director of Communications is tasked with building a cohesive communications strategy to unify the message across their diverse portfolio of entities—art foundation, scholarship program, winery businesses (U.S. and international), gallery properties and a storied private equity legacy – a complex matrix woven into the principal's roots in the rural southwest.

Core Responsibilities

1. **Serve as communications hub:** oversee all cross-entity communications, run the communications workflow from draft to approval to distribution, coordinate with internal marketing and comms teams to keep messaging aligned and on-brand.
2. **Represent the family/brands at key events and engagements:** attend local and off-site meetings, exhibition openings, dinners and winery events, panels and conferences as the Thoma's communications representative.
3. **Create narrative architecture and lead written communication:** define overarching Thoma brand story, identify and coordinate cross-entity opportunities and shared narratives, define key themes, positioning statements, announcements, year-end reports that keep each entity aligned while preserving each brand's voice.
4. **Design and execute outreach and engagement strategy:** targeted engagement list of stakeholders across each entity, relationship-building strategy, manage contact lists.
5. **Own all media relations:** manage inbound requests, coordinate interviews, prepare briefing materials, interview notes, remarks and speeches, protect Carl and the brands from unnecessary or ill-fit exposure.
6. **Oversee content strategy and editorial operations:** develop consolidated editorial calendar, participate in creation of website/social media/newsletter content, maintain master "content library" of bios, photos, fact sheets, brochures.

Personality and Qualifications

You combine rigorous standards with a practical, roll-up-your-sleeves mindset—moving initiatives forward decisively while communicating with tact and credibility across audiences. You bring confident humility that builds strong relationships and enables you to work effectively across brands, teams, and stakeholders.

- **10+ years' experience** supporting multiple clients with varied business interests.
- **Exceptional writing:** professional, clean and adaptive – able to reflect the principal and each brand's voice.
- **Judgement & discretion:** handles sensitive matters calmly, strong triage and prioritization skills.
- **Operational strength:** builds systems (calendars, approvals, templates) and executes consistently.
- **Availability and flexibility:** comfortable working across time zones (early mornings to match founder's schedule, evenings and some weekends for events and travel as needed.)

Location & Travel

- **Location:** Flexible, ideally Dallas, Texas.
- **Travel expectations:** one week per month

Apply

Applications should be emailed to lea@thomafoundation.org. Include the following:

- Resume
- Statement of interest or brief note answering, "Why this role, why you and why now?"
- 2 – 3 writing samples (speeches, remarks, statements, newsletter, press release, op-ed)