

MARKETING & COMMUNICATIONS MANAGER

The Thoma Family is seeking a Marketing & Communications Manager to take ownership over our brand presence and build a cohesive communications strategy. This role is for a strategist who executes – someone who will unify our brand story with the goal of promoting the art collection, increasing Thoma scholarship applicants and expand awareness for our family winery.

Candidate profile

This role is ideal for an entrepreneurial Marketing Manager who is looking for the opportunity to lead their own effort. You have experience pitching new clients and launching new brands. You embody the leadership ethos of tenacious determination and a roll-up-your sleeves work ethic. You have a specific kind of grit – you don't wait for direction or answers to come to you. This is your chance to be the visionary. You are confident but humble – a quality that builds strong relationships and enables you to work effectively across brands, teams, and stakeholders.

Responsibilities

1. **Drive outreach:** Design and execute an outreach strategy that 1) increases national awareness of our art collection loan program and national art exhibitions, 2) engages and excites students in our target Texas panhandle counties to apply for Thoma scholarships, and 3) promotes our legacy winery and supports the launch our new namesake winery.
2. **Define the story:** Identify the shared narratives across entities and develop strategic positioning for the overarching brand in relation to the individual entities. This also includes writing brand frameworks, announcements, press releases, and year-end reports.
3. **Manage the workflow:** Handle inbound press requests, coordinate interviews with journalists, prepare briefing materials, interview notes, remarks and speeches. You will manage the communication pipeline from first draft to final distribution.
4. **Content strategy and editorial operations:** Develop consolidated editorial calendar, oversee the creation of website, social media, and newsletter content; maintain content library of bios, photos, fact sheets, and brochures.
5. **Represent the Brand:** Serve as the brand representative at local and off-site events, exhibition openings, wine dinners, panels and conferences; collect photos for use on social media and in marketing materials.

Qualifications

- **8+ Years' Experience:** Proven track record in storytelling through marketing and communications, specifically launching brands in wine/spirits, luxury goods, or real estate. Agency experience is preferred but not required.
- **Connected:** You have an existing network of journalists and key players in the arts, culture, education and/or winery community. You are not afraid to pick up the phone to make new contacts.
- **Exceptional writer:** Your writing is clean, editorial, and adaptive. You can switch voices between a formal foundation tone and a lifestyle winery brand without friction.
- **Operational Strength:** You build trackable systems, you're consistently measuring and executing on goals
- **High EQ:** Strong judgement and discretion. You handle sensitive matters calmly with strong triage and prioritization skills from years of supporting high-needs clients.
- **Flexibility:** You're 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:** Dallas, Texas
- **Travel expectations:** Periodically monthly travel

Apply

Email applications to lea@thomafoundation.org with the following:

- Current resume
- Cover letter or statement of interest sharing examples of entrepreneurship and detailing how you plan to use your existing network to hit the ground running.
- 2 – 3 written examples of your work: client proposals, brand launches, brand frameworks, press pitches.