



# Solve M.E.

## POSITION DESCRIPTION: Director of Communications

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### Overview

Position Location: Remote within the United States  
Reports to: Chief Operating Officer  
Compensation: \$110,000-\$120,000 annually

### About the Role

Reporting to the Chief Operating Officer, Director of Communications will serve as the creative leader, project manager, editor for a wide range of print and electronic materials including annual reports, website, newsletters, etc. The director will focus on key aspects and deliverables related to strengthening Solve ME CFS Initiatives, Inc, organizational positioning. During the initial months of the engagement, this position will review and leverage Solve's strategic imperatives and branding research completed in 2022, to contribute to an overarching branding initiative for the organization, lead the development of a media and stakeholder outreach strategy, and contribute to key messaging including a case for support.

### About Solve M.E.

Affecting an estimated 20 million people worldwide, *Myalgic Encephalomyelitis (ME)*, often referred to as *chronic fatigue syndrome (CFS)* or *ME/CFS* is a chronic, complex and severely debilitating disease that is most often triggered by an infection (in about 80% of cases). Symptoms affect several body systems and generally include post-exertional malaise (PEM), persistent fatigue, cognitive issues, sleep problems, weakness, muscle, and joint pain. The nature and severity of symptoms vary and can be completely disabling. Currently there are no readily available diagnostic biomarkers, FDA approved treatments, or cures.

The global pandemic has given rise to the newest and perhaps most widespread post-infection disease - Long Covid - which is estimated to affect 10 – 20% of all SARS-Covid 2 patients. These patients, known as Covid Long Haulers, report symptoms that are often indistinguishable from ME/CFS – most often extreme fatigue, PEM and brain fog. Recent studies are beginning to uncover similar underlying pathophysiology for Long COVID as has been observed in ME/CFS: neuro-inflammation, metabolism/energy production, immune dysfunction and vascular abnormalities- making the pursuit of treatments feasible, yet more urgent than ever before.

Solve ME/CFS Initiative (Solve M.E.) is a non-profit organization, established in 1987, whose original mission was to make ME/CFS understood, diagnosable, and treatable. Early in the pandemic, Solve recognized the relationship between ME/CFS and Long Covid and broadened its mission to include Long Covid and other post-infection diseases.

Solve is compelled by the overwhelming need to better understand **the connections between ME/CFS and Long Covid** as a means of identifying causes of and treatments for both. We are focused on bringing patient, government, scientific, medical, pharmaceutical, and donor/funding communities together in a way that can generate advances for both diseases.



## **About Our Team**

We are small but mighty. We work hard but have fun and are driven by the impact we're making for the millions of patients around the world living with ME/CFS and Long Covid. We foster a collaborative and supportive team environment. This is a unique opportunity to join at a momentous time and to chart the course and define success for a critical role.

## **Key Responsibilities/Scope of Work**

- Lead the Communications team and oversee the day-to-day efforts including managing all communications channels and content (i.e., website, blogs, white papers, media advisories, videos, etc.), managing press contacts, and partnering with program teams on specific initiatives.
- Leverage organizational brand research conducted in 2022 and Solve's strategic plan updated in 2022; lead/lend expertise to Solve's brand revisioning efforts including the development of organizational messaging, value proposition, and audience identification/engagement.
- Partner with Solve leadership and Development to define/revise Solve's brand position. Specific deliverables/aspects for work include but are not limited to:
  - Solidify organizational and key program messaging including participating in the development of a case for support and associated pitch materials relevant to individual, corporate, and foundation prospects/donors.
  - Lead the development/update of essential communications channels including Solve's website, social media channels, etc.
  - Lead the communications team in developing processes and tools connected to brand adherence for internal and external stakeholders.
- Develop robust outreach plan that enables Solve to reach and engage key audiences as outlined in the 2022 research findings.
- Partner with Development to design and execute three annual campaigns and other donor focused outreach.
- Develop and maintain the organization's brand/style guide and brand identity including the standardization of messaging across all platforms.
- Oversee the teams work with internal stakeholders and external consultants, when necessary, to implement and manage on a day-to-day basis a master communications plan that promotes the organization's larger vision and mission.
- Oversee the management, hiring, and development of all external vendors used for communications, e.g., graphic artists, website developers, videographers, editors, etc.
- Manage the writing, editing, design, layout, and production of quarterly magazine.
- Lead outreach to external partners and media outlets; serving as the primary media contact for the organization and all related events.
- Track organizational progress by regularly monitoring and reporting communications metrics against organization and department KPIs. Use that knowledge to recommend and implement campaigns and outreach strategies.
- Oversee and manage the Communications budget.



- Lead and coach the communications team on how to effectively communicate the organization’s vision and programming.

### **Desired Qualifications and Skill Set**

- Bachelor’s degree; Relevant advanced degree preferred.
- 7-10 years’ experience in communications and public relations; experience with patient advocacy and public health messaging highly preferred.
- Strong understanding of the philanthropic and the charitable sector
- The ability to work effectively from home.
- The ability to assess, synthesize, and communicate a vast spectrum of scientific research, from basic, translational, and clinical research, across multiple specialties.
- Entrepreneurial and doesn’t shy away from doing big, ambitious projects.
- Ability to travel (based on COVID-19 guidelines)
- **Innately motivated by the mission and goals of Solve M.E. as well as being a part of a highly professional and inclusive team.**

### **Compensation**

We value work/life balance, and our team operates on a four-day work week and are committed to ongoing professional development. In addition, Solve offers a competitive salary and benefits package (including sponsored medical, vision and dental health plans). Compensation for this role will range from \$110,000-\$120,000 annually, depending on experience. Candidates at the top of the range will meet all required, preferred and bonus expectations.

### **How to Apply**

Please send a resume and cover letter to [solvecfs@solvecfs.org](mailto:solvecfs@solvecfs.org) with “[Your Name] Director of Communications Application” as the subject line. Please include where you heard about the position in your email response.

*Solve M.E. is an equal opportunity employer that values diversity and encourages applicants of all backgrounds to apply. Solve M.E. recruits, employs, trains, compensates, and promotes regardless of race, religion, color, national origin, sex, genetic information, sexual orientation, disability, age, veteran status, and any other protected status in accordance with federal and applicable state and local laws. Solve M.E encourages applications and inquiries from candidates with lived experience with ME/CFS, Long Covid, or any post-viral infection.*